Oral Care in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Expanding oral hygiene awareness: Driving volume growth
Rise of power toothbrushes: Niche segment development
Leadership and innovation: Colgate and Sensodyne dominance

PROSPECTS AND OPPORTUNITIES
Increasing dental awareness to boost demand for oral care products
Brand dominance and consumer trust
Emerging trends and opportunities for innovation

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Beauty and Personal Care in Pakistan - Industry Overview

EXECUTIVE SUMMARY
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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