

# Oral Care in Costa Rica

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Global giants continue to lead but niche-oriented brands gain ground  
Whitening products increasingly visible in toothpaste and mouthwashes/dental rinses  
Bundle pack promotions remain common in oral care

### PROSPECTS AND OPPORTUNITIES

Toothpaste and manual toothbrushes will remain the dominant categories  
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## Beauty and Personal Care in Costa Rica - Industry Overview

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