Oral Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased hygiene awareness fuelling demand for oral care
New product development focuses on whitening and natural claims
Sensodyne continues to lead with ongoing investment in new product development

PROSPECTS AND OPPORTUNITIES

Governmental initiatives supports growth
Natural, clean and green concepts to continue expanding
E-commerce set make further inroads as consumers increasingly attracted to the convenience of shopping online

CATEGORY DATA

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Beauty and Personal Care in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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DISCLAIMER

SOURCES

Summary 1 - Research Sources
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