

# Oral Care in Brazil

July 2023

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## Oral Care in Brazil - Category analysis

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#### 2022 DEVELOPMENTS

Oral care grows in an environment of rising prices, despite trading down Segmentation to meet specific needs across different ages and consumer habits Health and beauty specialists is a growth channel in 2022

## PROSPECTS AND OPPORTUNITIES

Consumers' emphasis on preventative health and cost savings drives a positive outlook for oral care

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