

# Oral Care in Uruguay

May 2023

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## Oral Care in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Oral care category suffers contraction in volume and value in 2022

Colgate-Palmolive launches first toothpaste with 100% recyclable packaging

Colgate-Palmolive maintains its lead in 2022 thanks to its wide range of products and extensive distribution network

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#### SOURCES

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