

Oral Care in the Philippines

April 2024

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Oral Care in the Philippines - Category analysis

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2023 DEVELOPMENTS

Celebrity-driven culture underpins quest to achieve the perfect smile
Health and wellness trend fuels demand for mouthwashes/dental rinses
Oral care sees an increasing focus on natural and sustainable ingredients and products

PROSPECTS AND OPPORTUNITIES

Oral care set to grow and expand as consumers develop more sophisticated routines
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DISCLAIMER

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