

# Oral Care in Taiwan

April 2024

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### 2023 DEVELOPMENTS

Rising awareness of the variety of oral care products drives growth

Invisible braces become increasingly popular among adults

Classic toothpaste players focus on their niche, while new entries offer flavour and experiences

### PROSPECTS AND OPPORTUNITIES

Electronic toothbrushes will continue to grow as the price points becomes more affordable

Children's and senior oral care landscape set to rise, offering strong potential for growth

New toothpaste with Himalayan salt crystals is set to gain traction

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