

Oral Care in Uruguay

April 2024

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Oral Care in Uruguay - Category analysis

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2023 DEVELOPMENTS

Demand for oral care continues to contract due to the cross-border trade

Consumers seek out more effective toothpaste brands with specific ingredients

Colgate-Palmolive maintains its lead thanks to its reputation for innovation and prestige

PROSPECTS AND OPPORTUNITIES

Organic products and those with natural ingredients set to continue attracting consumers Promotions and discounts to be key planks of efforts to combat the cross-border trade Supermarkets to remain the leading retail channel for oral care, followed by pharmacies

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