



Oral Care in Argentina

April 2024

Table of Contents

Oral Care in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on essential oral hygiene products as price points rise
Rising availability in hypermarkets and supermarkets leads to loss of share for other channels
Colgate-Palmolive focuses on ongoing innovation to retain its leading position

PROSPECTS AND OPPORTUNITIES

A fall in retail volume sales as non-essential items decline during price rises
Private label set to gain ground as price sensitivity rises over the early forecast period
The future of Procter & Gamble in oral care remains uncertain

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2018-2023
Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Toothbrushes by Category: Value 2018-2023
Table 4 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 6 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 7 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 9 - LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 10 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 12 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Beauty and Personal Care in Argentina - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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