



Euromonitor
International

Oral Care in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation focuses on health and sustainability to drive value growth in 2024
Colgate-Palmolive retains its lead while Coswell records a strong uplift with Blanx
Supermarkets dominates sales in oral care while improving its share in 2024

PROSPECTS AND OPPORTUNITIES

Electric toothbrushes are set to drive growth as consumers seek enhanced features and a tailored experience
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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

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