

Oral Care in Mexico

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Oral Care in Mexico - Category analysis

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2024 DEVELOPMENTS

Modest growth in traditional oral care while electric toothbrushes gain momentum Colgate-Palmolive's expertise in oral care sustains its dominance Premiumisation trends open doors for pharmacies and e-commerce

PROSPECTS AND OPPORTUNITIES

Expert-endorsed products fuelling demand for high-quality oral care products Oral-B iO leading the push for high-tech oral care solutions Baking soda gains popularity as a key ingredient in whitening toothpaste

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