



Euromonitor  
International

# Oral Care in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Toothpaste remains the largest category, as it is seen as essential for daily hygiene  
Unilever maintains its lead, but loses share due to a switch to alternative brands  
Although small local grocers leads, it loses share to other distribution channels

PROSPECTS AND OPPORTUNITIES

The move towards whitening/brightening products is set to continue  
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Beauty and Personal Care in Indonesia - Industry Overview

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DISCLAIMER

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