Oral Hygiene - Brazil - May 2014

Report Price: £2466.89 | $3995.00 | €3133.71

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"The oral care segment has high penetration in Brazil, but there are opportunities for companies to develop more benefits, such as the addition of vitamins and sensitive teeth action. Supplementary oral care products and mouthwash are the two segments most suited to feature added benefit, being used at a high frequency by Brazilians."
– Sheila Salina, Senior Analyst

This report looks at the following areas:

- Which segments of the oral care category are mostly used by Brazilians and with what frequency?
- Which factors (eg promotion, price, branding) influence consumers' buying decisions the most?
- What brand attributes/claims are more relevant for Brazilian consumers?
- Which are the most common consumers' attitudes and behaviors toward oral care products (related to health, well-being and appearance)?

The oral care category has grown significantly in Brazil in the last five years. The main reason for this growth has been consumers' increasing usage of supplementary oral care products (eg dental floss and mouthwash) as well as specialized products (eg whitening strips). In addition, over the last two years, there have been more oral care products targeted at children being launched in the Brazilian market, which made it possible for companies to grow their market share through more affordable oral care products and new usage. Consumers today are increasingly looking at oral care products as necessity items, and being more interested in specialized products. Companies will face the challenge in the coming years of helping these consumers find the right products for them, and having a better awareness of what the product benefits are.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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