

# TOOTHPASTE

INVESTMENT OPPORTUNITY SCORECARD

HEALTHCARE AND LIFE SCIENCES

September 2021

High Potential

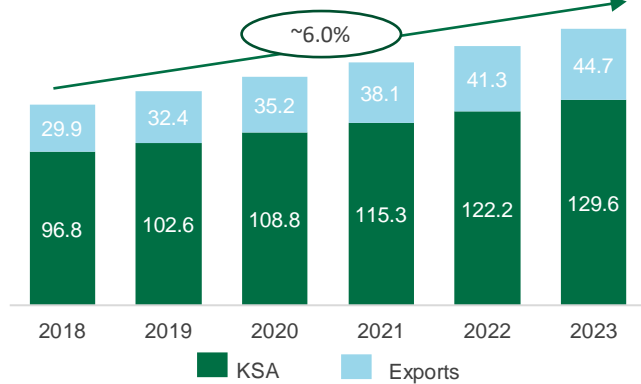
Moderate Potential

Low Potential

**OPPORTUNITY'S DESCRIPTION:** The localization of toothpaste manufacturing and packaging in KSA

### DEMAND

ADDRESSABLE KSA / REGIONAL MARKET DEMAND, \$ MN



### INVESTMENT OVERVIEW

#### THERAPEUTIC APPLICATION

- Toothpaste is used to promote oral hygiene: it is an abrasive that aids in removing dental plaque and food from the teeth, assists in suppressing halitosis, and delivers active ingredients to help prevent tooth decay and gum disease

#### VALUE PROPOSITION

- KSA has a solid foundation for its healthcare sector through well established ecosystem and incentive schemes for foreign OEMs entering the local market
- KSA is the largest spender on healthcare across the MENA region. The 2019 budget allocated more than \$45.86 Bn for Health and Social Development
- KSA has more than 495 hospitals, with a capacity of more than 76K beds

### MARKET OVERVIEW

#### MARKET READINESS – CURRENT IMPORTERS

The Kingdom is currently covered by a network of distributors, and some local manufacturers

#### CURRENT IMPORTERS

Egypt accounts for 28% of the supply, Germany 16%, UK 13%, UAE 10% and the rest supplied mostly by Europe

#### EXISTING CAPABILITIES

- Technology available in Kingdom
- Need to boost production and localization of brands consumed locally

#### RAW MATERIALS:

- Binders
- Abrasives
- Sudsers
- Humectants
- Flavors (unique additives)
- Sweeteners
- Fluorides
- Tooth whiteners
- Preservative

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