Oral Hygiene in France

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Description:

Summary
Oral Hygiene in France industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the France oral hygiene market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Synopsis
Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the oral hygiene market in France

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the oral hygiene market in France

Leading company profiles reveal details of key oral hygiene market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the France oral hygiene market with five year forecasts by both value and volume

Macroeconomic indicators provide insight into general trends within the France economy

Reasons To Buy
What was the size of the France oral hygiene market by value in 2015?

What will be the size of the France oral hygiene market in 2020?

What factors are affecting the strength of competition in the France oral hygiene market?

How has the market performed over the last five years?
Who are the top competitors in France's oral hygiene market?

Key Highlights
- The oral hygiene market consists of retail sales of breath fresheners, dental floss, denture care, mouthwash, toothpaste, and toothbrushes and replacement heads. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using 2015 annual average exchange rates.

- The French oral hygiene market had total revenues of $1,205.7m in 2015, representing a compound annual growth rate (CAGR) of 2% between 2011 and 2015.

- Market consumption volume increased with a CAGR of 2% between 2011 and 2015, to reach a total of 310.3 million units in 2015.

- Due to the largely essential nature of the products in this market, it is relatively protected from economic difficulties and uncertainties. However, in more developed economies such as this one, the penetration level of these products is high, which coupled with an ageing population, tapers growth.

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Companies Mentioned:
NA
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