Oral Hygiene in India

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Description:

Summary
Oral Hygiene in India 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 India 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 India

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

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 India oral hygiene market with five year forecasts by both value and volume

Macroeconomic indicators provide insight into general trends within the India economy

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

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

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

How has the market performed over the last five years?
Who are the top competitors in India'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 Indian oral hygiene market had total revenues of $1,409.2m in 2015, representing a compound annual growth rate (CAGR) of 5.6% between 2011 and 2015.

- Market consumption volume increased with a CAGR of 3% between 2011 and 2015, to reach a total of 1.8 billion units in 2015.

- Due to the largely essential nature of the products in this market, these products tend to be used at a steady level by the population. As such, the market is relatively protected from economic difficulties and uncertainties.

**Table Of Contents:**

Table of Contents
Executive Summary
Market value
Market value forecast
Market volume
Market volume forecast
Category segmentation
Geography segmentation
Market share
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market volume
Market Segmentation
Category segmentation
Geography segmentation
Market share
Market distribution
Market Outlook
List of Tables
Table 1: India oral hygiene market value: $ million, 2011–15
Table 2: India oral hygiene market volume: million units, 2011–15
Table 3: India oral hygiene market category segmentation: $ million, 2015
Table 4: India oral hygiene market geography segmentation: $ million, 2015
Table 5: India oral hygiene market share: % share, by value, 2015
Table 6: India oral hygiene market distribution: % share, by value, 2015
Table 7: India oral hygiene market value forecast: $ million, 2015–20
Table 8: India oral hygiene market volume forecast: million units, 2015–20
Table 9: Colgate-Palmolive Company: key facts
Table 10: Colgate-Palmolive Company: key financials ($) 
Table 11: Colgate-Palmolive Company: key financial ratios
Table 12: Dabur India Limited: key facts
Table 13: Dabur India Limited: key financials ($) 
Table 14: Dabur India Limited: key financials (Rs.)
Table 15: Dabur India Limited: key financial ratios
Table 16: The Procter & Gamble Company: key facts
Table 17: The Procter & Gamble Company: key financials ($)
Table 18: The Procter & Gamble Company: key financial ratios
Table 19: Unilever: key facts
Table 20: Unilever: key financials ($)
Table 21: Unilever: key financials (€)
Table 22: Unilever: key financial ratios
Table 23: India size of population (million), 2011-15
Table 24: India gdp (constant 2005 prices, $ billion), 2011-15
Table 25: India gdp (current prices, $ billion), 2011-15
Table 26: India inflation, 2011-15
Table 27: India consumer price index (absolute), 2011-15
Table 28: India exchange rate, 2011-15

List of Figures
Figure 1: India oral hygiene market value: $ million, 2011-15
Figure 2: India oral hygiene market volume: million units, 2011-15
Figure 3: India oral hygiene market category segmentation: % share, by value, 2015
Figure 4: India oral hygiene market geography segmentation: % share, by value, 2015
Figure 5: India oral hygiene market share: % share, by value, 2015
Figure 6: India oral hygiene market distribution: % share, by value, 2015
Figure 7: India oral hygiene market value forecast: $ million, 2015-20
Figure 8: India oral hygiene market volume forecast: million units, 2015-20
Figure 9: Forces driving competition in the oral hygiene market in India, 2015
Figure 10: Drivers of buyer power in the oral hygiene market in India, 2015
Figure 11: Drivers of supplier power in the oral hygiene market in India, 2015
Figure 12: Factors influencing the likelihood of new entrants in the oral hygiene market in India, 2015
Figure 13: Factors influencing the threat of substitutes in the oral hygiene market in India, 2015
Figure 14: Drivers of degree of rivalry in the oral hygiene market in India, 2015
Figure 15: Colgate-Palmolive Company: revenues & profitability
Figure 16: Colgate-Palmolive Company: assets & liabilities
Figure 17: Dabur India Limited: revenues & profitability
Figure 18: Dabur India Limited: assets & liabilities
Figure 19: The Procter & Gamble Company: revenues & profitability
Figure 20: The Procter & Gamble Company: assets & liabilities
Figure 21: Unilever: revenues & profitability
Figure 22: Unilever: assets & liabilities

Companies Mentioned:
NA
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