

Oral Hygiene in the Advanced Emerging Markets (Brazil, Hungary, Mexico, Poland, South Africa and Taiwan) Market Overview and Forecasts to 2014

<https://marketpublishers.com/r/O3B71871FD4EN.html>

Date: October 2010

Pages: 155

Price: US\$ 1,995.00 (Single User License)

ID: O3B71871FD4EN

Abstracts

Introduction

This report covers key aspects of the oral hygiene market in the advanced emerging market countries: Brazil, Hungary, Mexico, Poland, South Africa and Taiwan. Data is provided on market value and volume by category; company and brand share; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

- * Contains information on five categories: toothpaste, toothbrushes, mouthwash, denture care and dental floss
- * Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information

Highlights

Brazil is expected to hold major share of the oral hygiene market in 2014, accounting for 53.6%.

Mexico is home to the second largest oral hygiene market, led by toothpaste category.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the oral hygiene market in the advanced emerging market nations
- * Identify key players within the oral hygiene market in the advanced emerging markets to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the oral hygiene market in the advanced emerging market countries

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: Brazil
Summary market level: Hungary
Summary market level: Mexico
Summary market level: Poland
Summary market level: South Africa
Summary market level: Taiwan

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 OVERVIEW

Advanced Emerging Markets oral hygiene, value overview
Advanced Emerging Markets Oral hygiene, volume overview

CHAPTER 4 BRAZIL

Value analysis (Brazilian Real), 2004-09
Value analysis (Brazilian Real), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 5 HUNGARY

Value analysis (Hungarian Forint), 2004-09
Value analysis (Hungarian Forint), 2009-14
Value analysis (US dollars), 2004-09

Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 MEXICO

Value analysis (Mexican Peso), 2004-09
Value analysis (Mexican Peso), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 POLAND

Value analysis (Polish Zloty), 2004-09
Value analysis (Polish Zloty), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 SOUTH AFRICA

Value analysis (South African Rand), 2004-09
Value analysis (South African Rand), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14

Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 TAIWAN

Value analysis (New Taiwan Dollar), 2004-09
Value analysis (New Taiwan Dollar), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 10 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 11 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Oral hygiene market, Advanced Emerging Markets, value (\$m), 2004-14

Figure 2: Oral hygiene market, Advanced Emerging Markets, value (\$m) , 2004-09

Figure 3: Oral hygiene market, Advanced Emerging Markets, value (\$m) , 2009-14

Figure 4: Oral hygiene market, Advanced Emerging Markets, value growth analysis, 2004-14

Figure 5: Oral hygiene market, Advanced Emerging Markets, volume (units, million), 2004-14

Figure 6: Oral hygiene market, Advanced Emerging Markets, volume (units, million), 2004-09

Figure 7: Oral hygiene market, Advanced Emerging Markets, volume (units, million), 2009–14

Figure 8: Oral hygiene market, Advanced Emerging Markets, volume growth analysis, 2004-14

Figure 9: Oral hygiene, Brazil, value by category (BRLm), 2004-14

Figure 10: Oral hygiene, Brazil, category growth comparison, by value, 2004-14

Figure 11: Oral hygiene, Brazil, volume by category (units, million), 2004-14

Figure 12: Oral hygiene, Brazil, category growth comparison, by volume, 2004-14

Figure 13: Oral hygiene, Brazil, company share by value (%), 2008-09

Figure 14: Oral hygiene, Brazil, distribution channels by value (%), 2008-09

Figure 15: Oral hygiene, Hungary, value by category (HUFm), 2004-14

Figure 16: Oral hygiene, Hungary, category growth comparison, by value, 2004-14

Figure 17: Oral hygiene, Hungary, volume by category (units, million), 2004-14

Figure 18: Oral hygiene, Hungary, category growth comparison, by volume, 2004-14

Figure 19: Oral hygiene, Hungary, company share by value (%), 2008-09

Figure 20: Oral hygiene, Hungary, distribution channels by value (%), 2008-09

Figure 21: Oral hygiene, Mexico, value by category (MXNm), 2004-14

Figure 22: Oral hygiene, Mexico, category growth comparison, by value, 2004-14

Figure 23: Oral hygiene, Mexico, volume by category (units, million), 2004-14

Figure 24: Oral hygiene, Mexico, category growth comparison, by volume, 2004-14

Figure 25: Oral hygiene, Mexico, company share by value (%), 2008-09

Figure 26: Oral hygiene, Mexico, distribution channels by value (%), 2008-09

Figure 27: Oral hygiene, Poland, value by category (PLNm), 2004-14

Figure 28: Oral hygiene, Poland, category growth comparison, by value, 2004-14

Figure 29: Oral hygiene, Poland, volume by category (units, million), 2004-14

Figure 30: Oral hygiene, Poland, category growth comparison, by volume, 2004-14

- Figure 31: Oral hygiene, Poland, company share by value (%), 2008-09
- Figure 32: Oral hygiene, Poland, distribution channels by value (%), 2008-09
- Figure 33: Oral hygiene, South Africa, value by category (ZARm), 2004-14
- Figure 34: Oral hygiene, South Africa, category growth comparison, by value, 2004-14
- Figure 35: Oral hygiene, South Africa, volume by category (units, million), 2004-14
- Figure 36: Oral hygiene, South Africa, category growth comparison, by volume, 2004-14
- Figure 37: Oral hygiene, South Africa, company share by value (%), 2008-09
- Figure 38: Oral hygiene, South Africa, distribution channels by value (%), 2008-09
- Figure 39: Oral hygiene, Taiwan, value by category (NT\$m), 2004-14
- Figure 40: Oral hygiene, Taiwan, category growth comparison, by value, 2004-14
- Figure 41: Oral hygiene, Taiwan, volume by category (units, million), 2004-14
- Figure 42: Oral hygiene, Taiwan, category growth comparison, by volume, 2004-14
- Figure 43: Oral hygiene, Taiwan, company share by value (%), 2008-09
- Figure 44: Oral hygiene, Taiwan, distribution channels by value (%), 2008-09
- Figure 45: Annual data review process

List Of Tables

LIST OF TABLES

Table 1: Oral hygiene category definitions

Table 2: Oral hygiene distribution channels

Table 3: Oral hygiene market, Advanced Emerging Markets, value (\$m), 2004-14

Table 4: Oral hygiene market, Advanced Emerging Markets, value (\$m), 2004-09

Table 5: Oral hygiene market, Advanced Emerging Markets, value (\$m), 2009-14

Table 6: Oral hygiene market, Advanced Emerging Markets, volume (units, million), 2004-14

Table 7: Oral hygiene market, Advanced Emerging Markets, volume (units, million), 2004-09

Table 8: Oral hygiene market, Advanced Emerging Markets, volume (units, million), 2009-14

Table 9: Oral hygiene, Brazil, value by category (BRLm), 2004-09

Table 10: Oral hygiene, Brazil, value forecast by category (BRLm), 2009-14

Table 11: Oral hygiene, Brazil, value by category (\$m), 2004-09

Table 12: Oral hygiene, Brazil, value forecast by category (\$m), 2009-14

Table 13: Oral hygiene, Brazil, volume by category (units, million), 2004-09

Table 14: Oral hygiene, Brazil, volume forecast by category (units, million), 2009-14

Table 15: Oral hygiene, Brazil, brand share by value (%), 2008-09

Table 16: Oral hygiene, Brazil, value by brand (BRLm), 2008-09

Table 17: Oral hygiene, Brazil, company share by value (%), 2008-09

Table 18: Oral hygiene, Brazil, value by company (BRLm), 2008-09

Table 19: Oral hygiene, Brazil, distribution channels by value (%), 2008-09

Table 20: Oral hygiene, Brazil, value by distribution channel (BRLm), 2008-09

Table 21: Oral hygiene, Brazil, expenditure per capita (BRL), 2004-09

Table 22: Oral hygiene, Brazil, forecast expenditure per capita (BRL), 2009-14

Table 23: Oral hygiene, Brazil, expenditure per capita (\$), 2004-09

Table 24: Oral hygiene, Brazil, forecast expenditure per capita (\$), 2009-14

Table 25: Oral hygiene, Brazil, consumption per capita (units), 2004-09

Table 26: Oral hygiene, Brazil, forecast consumption per capita (units), 2009-14

Table 27: Oral hygiene, Hungary, value by category (HUFm), 2004-09

Table 28: Oral hygiene, Hungary, value forecast by category (HUFm), 2009-14

Table 29: Oral hygiene, Hungary, value by category (\$m), 2004-09

Table 30: Oral hygiene, Hungary, value forecast by category (\$m), 2009-14

Table 31: Oral hygiene, Hungary, volume by category (units, million), 2004-09

Table 32: Oral hygiene, Hungary, volume forecast by category (units, million), 2009-14

- Table 33: Oral hygiene, Hungary, brand share by value (%), 2008-09
- Table 34: Oral hygiene, Hungary, value by brand (HUFm), 2008-09
- Table 35: Oral hygiene, Hungary, company share by value (%), 2008-09
- Table 36: Oral hygiene, Hungary, value by company (HUFm), 2008-09
- Table 37: Oral hygiene, Hungary, distribution channels by value (%), 2008-09
- Table 38: Oral hygiene, Hungary, value by distribution channel (HUFm), 2008-09
- Table 39: Oral hygiene, Hungary, expenditure per capita (HUF), 2004-09
- Table 40: Oral hygiene, Hungary, forecast expenditure per capita (HUF), 2009-14
- Table 41: Oral hygiene, Hungary, expenditure per capita (\$), 2004-09
- Table 42: Oral hygiene, Hungary, forecast expenditure per capita (\$), 2009-14
- Table 43: Oral hygiene, Hungary, consumption per capita (units), 2004-09
- Table 44: Oral hygiene, Hungary, forecast consumption per capita (units), 2009-14
- Table 45: Oral hygiene, Mexico, value by category (MXN), 2004-09
- Table 46: Oral hygiene, Mexico, value forecast by category (MXN), 2009-14
- Table 47: Oral hygiene, Mexico, value by category (\$m), 2004-09
- Table 48: Oral hygiene, Mexico, value forecast by category (\$m), 2009-14
- Table 49: Oral hygiene, Mexico, volume by category (units, million), 2004-09
- Table 50: Oral hygiene, Mexico, volume forecast by category (units, million), 2009-14
- Table 51: Oral hygiene, Mexico, brand share by value (%), 2008-09
- Table 52: Oral hygiene, Mexico, value by brand (MXN), 2008-09
- Table 53: Oral hygiene, Mexico, company share by value (%), 2008-09
- Table 54: Oral hygiene, Mexico, value by company (MXN), 2008-09
- Table 55: Oral hygiene, Mexico, distribution channels by value (%), 2008-09
- Table 56: Oral hygiene, Mexico, value by distribution channel (MXN), 2008-09
- Table 57: Oral hygiene, Mexico, expenditure per capita (MXN), 2004-09
- Table 58: Oral hygiene, Mexico, forecast expenditure per capita (MXN), 2009-14
- Table 59: Oral hygiene, Mexico, expenditure per capita (\$), 2004-09
- Table 60: Oral hygiene, Mexico, forecast expenditure per capita (\$), 2009-14
- Table 61: Oral hygiene, Mexico, consumption per capita (units), 2004-09
- Table 62: Oral hygiene, Mexico, forecast consumption per capita (units), 2009-14
- Table 63: Oral hygiene, Poland, value by category (PLNm), 2004-09
- Table 64: Oral hygiene, Poland, value forecast by category (PLNm), 2009-14
- Table 65: Oral hygiene, Poland, value by category (\$m), 2004-09
- Table 66: Oral hygiene, Poland, value forecast by category (\$m), 2009-14
- Table 67: Oral hygiene, Poland, volume by category (units, million), 2004-09
- Table 68: Oral hygiene, Poland, volume forecast by category (units, million), 2009-14
- Table 69: Oral hygiene, Poland, brand share by value (%), 2008-09
- Table 70: Oral hygiene, Poland, value by brand (PLNm), 2008-09
- Table 71: Oral hygiene, Poland, company share by value (%), 2008-09

- Table 72: Oral hygiene, Poland, value by company (PLNm), 2008-09
- Table 73: Oral hygiene, Poland, distribution channels by value (%), 2008-09
- Table 74: Oral hygiene, Poland, value by distribution channel (PLNm), 2008-09
- Table 75: Oral hygiene, Poland, expenditure per capita (PLN), 2004-09
- Table 76: Oral hygiene, Poland, forecast expenditure per capita (PLN), 2009-14
- Table 77: Oral hygiene, Poland, expenditure per capita (\$), 2004-09
- Table 78: Oral hygiene, Poland, forecast expenditure per capita (\$), 2009-14
- Table 79: Oral hygiene, Poland, consumption per capita (units), 2004-09
- Table 80: Oral hygiene, Poland, forecast consumption per capita (units), 2009-14
- Table 81: Oral hygiene, South Africa, value by category (ZARm), 2004-09
- Table 82: Oral hygiene, South Africa, value forecast by category (ZARm), 2009-14
- Table 83: Oral hygiene, South Africa, value by category (\$m), 2004-09
- Table 84: Oral hygiene, South Africa, value forecast by category (\$m), 2009-14
- Table 85: Oral hygiene, South Africa, volume by category (units, million), 2004-09
- Table 86: Oral hygiene, South Africa, volume forecast by category (units, million), 2009-14
- Table 87: Oral hygiene, South Africa, brand share by value (%), 2008-09
- Table 88: Oral hygiene, South Africa, value by brand (ZARm), 2008-09
- Table 89: Oral hygiene, South Africa, company share by value (%), 2008-09
- Table 90: Oral hygiene, South Africa, value by company (ZARm), 2008-09
- Table 91: Oral hygiene, South Africa, distribution channels by value (%), 2008-09
- Table 92: Oral hygiene, South Africa, value by distribution channel (ZARm), 2008-09
- Table 93: Oral hygiene, South Africa, expenditure per capita (ZAR), 2004-09
- Table 94: Oral hygiene, South Africa, forecast expenditure per capita (ZAR), 2009-14
- Table 95: Oral hygiene, South Africa, expenditure per capita (\$), 2004-09
- Table 96: Oral hygiene, South Africa, forecast expenditure per capita (\$), 2009-14
- Table 97: Oral hygiene, South Africa, consumption per capita (units), 2004-09
- Table 98: Oral hygiene, South Africa, forecast consumption per capita (units), 2009-14
- Table 99: Oral hygiene, Taiwan, value by category (NT\$m), 2004-09
- Table 100: Oral hygiene, Taiwan, value forecast by category (NT\$m), 2009-14
- Table 101: Oral hygiene, Taiwan, value by category (\$m), 2004-09
- Table 102: Oral hygiene, Taiwan, value forecast by category (\$m), 2009-14
- Table 103: Oral hygiene, Taiwan, volume by category (units, million), 2004-09
- Table 104: Oral hygiene, Taiwan, volume forecast by category (units, million), 2009-14
- Table 105: Oral hygiene, Taiwan, brand share by value (%), 2008-09
- Table 106: Oral hygiene, Taiwan, value by brand (NT\$m), 2008-09
- Table 107: Oral hygiene, Taiwan, company share by value (%), 2008-09
- Table 108: Oral hygiene, Taiwan, value by company (NT\$m), 2008-09
- Table 109: Oral hygiene, Taiwan, distribution channels by value (%), 2008-09

Table 110: Oral hygiene, Taiwan, value by distribution channel (NT\$m), 2008-09

Table 111: Oral hygiene, Taiwan, expenditure per capita (NT\$), 2004-09

Table 112: Oral hygiene, Taiwan, forecast expenditure per capita (NT\$), 2009-14

Table 113: Oral hygiene, Taiwan, expenditure per capita (\$), 2004-09

Table 114: Oral hygiene, Taiwan, forecast expenditure per capita (\$), 2009-14

Table 115: Oral hygiene, Taiwan, consumption per capita (units), 2004-09

Table 116: Oral hygiene, Taiwan, forecast consumption per capita (units), 2009-14

I would like to order

Product name: Oral Hygiene in the Advanced Emerging Markets (Brazil, Hungary, Mexico, Poland, South Africa and Taiwan) Market Overview and Forecasts to 2014

Product link: <https://marketpublishers.com/r/O3B71871FD4EN.html>

Price: US\$ 1,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O3B71871FD4EN.html>