

Oral Hygiene in Western Europe to 2014

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Abstracts

Introduction

This databook provides key data and information on the oral hygiene market covering 17 countries in Western Europe. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

* Contains information on five categories: toothpaste, toothbrushes, mouthwash, denture care and dental floss

* Market, category and segment level information on value and volume with historic (2004-09) and forecast (2010-14) data

* Category level company share as well as distribution share information for 2008 and 2009

* Review of the top two companies within the oral hygiene market, including company overview, key facts and business description

Highlights

The market for oral hygiene in Western Europe increased at a compound annual growth rate of 2.4% between 2004 and 2009.

The toothpaste category led the oral hygiene market in Western Europe, accounting for

a share of 49.5%.

The leading players in the Western European oral hygiene market include Colgate-Palmolive Company, GlaxoSmithKline Plc and Procter & Gamble Company, The.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the oral hygiene market in Western Europe
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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