

India Toothbrush Market Outlook to 2020 - Rising Awareness for Oral Care and Premiumization of Products to Drive Growth

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Abstracts

The report titled “India Toothbrush Market Outlook to 2020 – Rising Awareness for Oral Care and Premiumization of Products to Drive Growth” provides a comprehensive analysis of the various aspects such as market size of India oral care and toothbrush market. The report also covers the segmentation on the basis of product categories, local and imported product sales, adult and kid’s toothbrush along with import volume, value and destination involved. Market shares of major players in India toothbrush market as well as the competitive landscape of major players in organized retail and e-commerce have also been covered in the report.

The India oral care market was estimated at INR ~ million in the fiscal year 2015 and has soared at a CAGR of ~% from FY’2010-FY’2015. With increasing awareness on oral problems and hygiene, people have been slowly shifting towards advanced oral health care items such as mouthwash, dental floss in order to save time involved in cleansing procedure of teeth with homemade products. The oral care market, which holds nearly ~% share in the India oral care market revenue, has reached INR ~ million in FY’2015. Growing awareness based upon the benefits of brushing teeth twice a day has been an important factor behind the incredible growth of the industry. Intense competition and convincing advertisement and promotional strategies adopted by players have enabled the increased adoption of toothbrush across the rural and semi-urban areas.

Manual toothbrushes have a major share in the Indian toothbrush market and contributed around ~% market share in FY’2015. The electric toothbrushes have accounted for a smaller share in the market as the demand for electric toothbrushes has been driven by the upper class population in the country. The adult toothbrushes in both

electric and manual brushes have a lion share of ~% as of FY'2015 as compared to kid's brushes which accounted for ~% of the market share in India in FY'2015. Toothbrushes with medium bristles have dominated the market for toothbrush over the past five year period and contributed to a leading share of ~% in terms of sales volume during FY'2015. Further, only a minor ~% of the domestic toothbrush sales value was derived from imports, whereas a dominant ~% of the market revenue was generated through domestic production.

The India toothbrush market has been dominated by major multinational oral care companies such as Colgate Palmolive, P&G and GSK. Colgate-Palmolive has remained as the market leader holding its volume share of ~% in FY'2015.

In case of toothbrushes, nearly ~% of the sales were channeled through unorganized retail in FY'2015. It was observed that majority of the consumers preferred buying toothbrushes from the nearest pharmacy stores or general stores mainly because such shops are usually located in the vicinity. Online retail channel contributed to only ~% of the share of toothbrush sales in FY'2015.

Ken Research also conducted a survey in which multiple customers were interviewed to understand their buying patterns and usage preferences in case of manual as well as power toothbrushes. It was observed that Oral-B is the most popular brand in both the categories followed by Colgate.

India toothbrush market holds a great potential owing to the development of premium category products, rising advertisement and promotional efforts by FMCG companies to make consumers aware particularly in rural areas along with the rising awareness levels leading to higher replacement rate of toothbrush. The toothbrush market is projected to witness a strong growth by FY'2020. It is anticipated that the market revenues will escalate at a CAGR of ~% from FY'2015-FY'2020 and is projected to reach INR 26 million by FY'2020.

Key Topics Covered in the Report:

The market size of India oral care market.

The market size of India toothbrush market.

Historical and expected future trends in India toothbrush market.

SWOT analysis in India toothbrush market.

Market segmentation of India toothbrush market on the basis of product categories, local sales and imports, adults & kids, type of bristles and import volume, value & destination involved.

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Recommendation and opportunities

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