

# **Global Oral Care Market (Toothbrush, Tooth Whitener, Denture Care and Toothpaste) Size, Trends & Forecasts (2017-2021)**

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## **Abstracts**

### **SCOPE OF THE REPORT**

The report entitled “Global Oral Care Market (Toothbrush, Tooth Whitener, Denture Care and Toothpaste) Size, Trends & Forecasts (2017-2021)”, provides analysis of the global oral care market, with detailed analysis of market size by value, by share of players, by segments, by region, etc. The report also includes the oral care market analysis of the following regions: The US, India, China, Brazil, Mexico and the UK.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global oral care market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Colgate-Palmolive, Procter & Gamble (P & G), Unilever and GlaxoSmithKline are some of the key players operating in the global oral care market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

### **COUNTRY COVERAGE**

The US

India

China

Brazil

Mexico

The UK

## **COMPANY COVERAGE**

Colgate-Palmolive

Unilever

Glaxo Smith Kline

P&G

## **EXECUTIVE SUMMARY**

Oral hygiene primarily focuses on the hygiene of teeth and mouth. Teeth, very important to eat food, are of many types like incisors, canines, premolars, molars and third molars. Each type of teeth plays a specific role, like canines are important to rip the food while molars are required to crush, chew and grind the food.

Oral hygiene is one of the major health preferences people are focusing on now. Oral hygiene involves all activities which helps in maintaining the cleanliness of the mouth and teeth like brushing, flossing, mouth rinse, balanced diet etc. to keep the oral problems like dental cavities, periodontal diseases, tooth loss, oral cancer, thrush, noma etc. at the bay. Oral care market can be segmented on the basis of products into toothbrush, toothpaste, dental dentures, etc.

Global oral care market is expected to increase with steady growth rates during the forecasted period 2017-2021. Global oral care market is supported by various growth drivers, such as, increase in ageing population, advancing technology, increasing oral care awareness, etc. Still, the market faces certain hindrances and challenges, such as, increasing oral hygiene product cost, rising competition, lack of awareness of advanced

dental products, etc. Few trends of the market are automated toothbrush, region specific product launch, raising popularity of the whitening toothpaste, online purchase of oral care products, etc.

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