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Oral Care in Iran

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Abstracts

Toothpaste and manual toothbrushes had maximum consumer awareness and drove retail value growth in 2016. Other categories such as electric toothbrushes, dental floss and mouthwash remained immature and have good potential for growth. Rising awareness regarding oral hygiene coupled with effective advertising campaigns from multinational suppliers – especially Unilever, Procter & Gamble and Colgate-Palmolive – contributed to retail value growth in 2016.

Euromonitor International's Oral Care in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Oral Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Contents

Headlines
Trends
Competitive Landscape
Prospects
Category Data
  Table 1 Sales of Oral Care by Category: Value 2011-2016
  Table 2 Sales of Oral Care by Category: % Value Growth 2011-2016
  Table 3 Sales of Toothbrushes by Category: Value 2011-2016
  Table 4 Sales of Toothbrushes by Category: % Value Growth 2011-2016
  Table 5 Sales of Toothpaste by Type: % Value Breakdown 2012-2016
  Table 6 NBO Company Shares of Oral Care: % Value 2012-2016
  Table 7 LBN Brand Shares of Oral Care: % Value 2013-2016
  Table 8 Forecast Sales of Oral Care by Category: Value 2016-2021
  Table 9 Forecast Sales of Oral Care by Category: % Value Growth 2016-2021
  Table 10 Forecast Sales of Toothbrushes by Category: Value 2016-2021
  Table 11 Forecast Sales of Toothbrushes by Category: % Value Growth 2016-2021
Unilever Iran Co in Beauty and Personal Care (iran)
Strategic Direction
Key Facts
  Summary 1 Unilever Iran Co: Key Facts
Competitive Positioning
  Summary 2 Unilever Iran Co: Competitive Position 2016
Executive Summary
Low Base of Most Categories and Better Retail Presence Drive Growth
Reduced Purchasing Power Hampers Growth
Domestic Suppliers Strong in Personal Care While Multinationals Are Stronger in Beauty Categories
Products With Additional Claims Prove Popular for New Launches in 2016
Healthy Growth Predicted If Political/economic Situation Improves
Market Data
  Table 12 Sales of Beauty and Personal Care by Category: Value 2011-2016
  Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2011-2016
  Table 14 Sales of Premium Beauty and Personal Care by Category: Value 2011-2016
  Table 15 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2011-2016
  Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2012-2016
  Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2012-2016

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Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2013-2016
Table 19 Distribution of Beauty and Personal Care by Format: % Value 2011-2016
Table 20 Distribution of Beauty and Personal Care by Format and Category: % Value 2016
Table 21 Forecast Sales of Beauty and Personal Care by Category: Value 2016-2021
Table 22 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021
Table 23 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2016-2021
Table 24 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2016-2021
Definitions
Sources
Summary 3 Research Sources

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