

Oral Care - United Kingdom

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Abstracts

The public awareness of dental health continued to increase and drive product innovation in 2009, with teeth whitening proving to be a major emerging trend. As celebrities' teeth are even scrutinised by the media, and as the recession depleted consumer spending power, the cheaper and less intrusive options for teeth whitening, such as whitening toothpaste products, emerged as the winners in 2009. In addition, manufacturers are customising their products to focus on consumers' specific needs.

Euromonitor International's Oral Care in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 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.

Euromonitor International has over 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Oral Care in the United Kingdom
Euromonitor International
June 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Beauty and Personal Care Market Remains Resilient

Volume Growth Driven by Discounting and Promotions

Both Discounters and Supermarkets Thrive

the Future Looks Bright

Key Trends and Developments

Competitive Environment

Natural and Organic Products Lead the Way

Affordable Luxury Competes With Premium

Focus on Men

Dual Is Cool

Tightening Consumer Budgets

Market Data

Table 1 Sales of Beauty and Personal Care by Sector: Value 2004-2009

Table 2 Sales of Beauty and Personal Care by Sector: % Value Growth 2004-2009

Table 3 Sales of Premium Cosmetics by Sector: Value 2004-2009

Table 4 Sales of Premium Cosmetics by Sector: % Value Growth 2004-2009

Table 5 Beauty and Personal Care Company Shares by NBO 2005-2009

Table 6 Beauty and Personal Care Company Shares by GBO 2005-2009

Table 7 Beauty and Personal Care Brand Shares by GBN 2006-2009

Table 8 Penetration of Private Label by Sector 2004-2009

Table 9 Sales of Beauty and Personal Care by Distribution Format: % Analysis
2004-2009

Table 10 Sales of Beauty and Personal Care by Sector and by Distribution Format: %
Analysis 2009

Table 11 Forecast Sales of Beauty and Personal Care by Sector: Value 2009-2014

Table 12 Forecast Sales of Beauty and Personal Care by Sector: % Value Growth
2009-2014

Table 13 Forecast Sales of Premium Cosmetics by Sector: Value 2009-2014

Table 14 Forecast Sales of Premium Cosmetics by Sector: % Value Growth
2009-2014

Definitions

Summary 1 Research Sources

Alliance Boots Plc

Strategic Direction

Key Facts

Summary 2 Alliance Boots Plc: Key Facts

Company Background

Production

Summary 3 Alliance Boots Production Statistics 2009

Competitive Positioning

Summary 4 Alliance Boots Plc: Competitive Position 2009

Avon Cosmetics Ltd

Strategic Direction

Key Facts

Summary 5 Avon Cosmetics Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 6 Avon Cosmetics Ltd: Competitive Position 2009

Body Shop Plc, the

Strategic Direction

Key Facts

Summary 7 The Body Shop Plc: Key Facts

Company Background

Competitive Positioning

Summary 8 The Body Shop Plc: Competitive Position 2009

Chanel Ltd

Strategic Direction

Key Facts

Summary 9 Chanel Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 10 Chanel Ltd: Competitive Position 2009

Colgate-Palmolive UK Ltd

Strategic Direction

Key Facts

Summary 11 Colgate-Palmolive UK Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 12 Colgate-Palmolive UK Ltd: Competitive Position 2009

Coty UK Ltd

Strategic Direction

Key Facts

Summary 13 Coty UK Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 14 Coty UK Ltd: Competitive Position 2009

Summary 15 Lancaster Group Ltd: Competitive Position 2009

Summary 16 Rimmel International Ltd: Competitive Position 2009

L'Oréal (uk) Ltd

Strategic Direction

Key Facts

Summary 17 L'Oréal (UK) Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 18 L'Oréal (UK) Ltd: Competitive Position 2009

Procter & Gamble Ltd

Strategic Direction

Key Facts

Summary 19 Procter & Gamble Holdings (UK) Ltd: Key Facts

Company Background

Production

Summary 20 Procter & Gamble: Competitive Position 2009

Competitive Positioning

Summary 21 Procter & Gamble Ltd: Competitive Position 2009

Summary 22 Gillette UK Ltd: Competitive Position 2009

Pz Cussons Plc

Strategic Direction

Key Facts

Summary 23 PZ Cussons Plc: Key Facts

Summary 24 PZ Cussons Plc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 25 PZ Cussons Plc: Competitive Position 2009

Unilever Home & Personal Care Ltd

Strategic Direction

Key Facts

Summary 26 Unilever Home & Personal Care Ltd: Key Facts

Company Background

Production

Summary 27 Unilever Home & Personal Care Ltd: Competitive Position 2009

Competitive Positioning

Summary 28 Unilever Home & Personal Care Ltd : Competitive Position 2009

Headlines

Trends

Prospects

Category Data

Table 15 Sales of Oral Care by Subsector: Value 2004-2009

Table 16 Sales of Oral Care by Subsector: % Value Growth 2004-2009

Table 17 Sales of Manual and Power Toothbrushes by Type: Value 2004-2009

Table 18 Sales of Manual and Power Toothbrushes by Type: % Value Growth 2004-2009

Table 19 Sales of Toothpaste by Type: % Value Breakdown 2005-2009

Table 20 Oral Care Company Shares 2005-2009

Table 21 Oral Care Brand Shares by GBN 2006-2009

Table 22 Toothpaste Brand Shares by GBN 2006-2009

Table 23 Mouthwash/Dental Rinses Brand Shares by GBN 2006-2009

Table 24 Forecast Sales of Oral Care by Subsector: Value 2009-2014

Table 25 Forecast Sales of Oral Care by Subsector: % Value Growth 2009-2014

Table 26 Forecast Sales of Manual and Power Toothbrushes by Type: Value 2009-2014

Table 27 Forecast Sales of Manual and Power Toothbrushes by Type: % Value Growth 2009-2014

Table 28 Retail Sales of Manual Toothbrushes by Type: % Analysis 2005-2010

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