

Oral Care - United Kingdom

<https://marketpublishers.com/r/OB591B79020EN.html>

Date: June 2010

Pages: 42

Price: US\$ 990.00 (Single User License)

ID: OB591B79020EN

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.

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