

Oral Care Market Analysis By Product (Toothbrush, Toothpaste, Mouthwash/Rinse, Denture Products, Dental Accessories), By Region, And Segment Forecasts, 2014 - 2025

<https://marketpublishers.com/r/O415D2CE767EN.html>

Date: June 2017

Pages: 90

Price: US\$ 5,950.00 (Single User License)

ID: O415D2CE767EN

Abstracts

The global oral care market is anticipated to reach USD 40.92 billion by 2025, according to a new report by Grand View Research, Inc. Growing awareness among people regarding oral hygiene and increasing incidence of dental caries has led to high growth of the market.

Awareness about dental hygiene is increasing among people of both developed as well as developing regions. Various awareness programs initiated by major players have led to huge growth of the oral care market. For instance, in 2015, Colgate-Palmolive (India) Limited successfully completed its annual dental awareness program “Oral Health Month 2015” (OHM) in collaboration with Indian Dental Association (IDA).

Growing incidence of dental caries is also accelerating demand for oral care products. Younger people, children in particular, are more prone to dental caries due to their unhealthy food habits. Geriatric population is more prone to oral diseases as with increasing age, bone loss increases, which further propels the demand for these products.

New product development is another significant factor affecting the growth of the market. Innovative products, such as powered toothbrushes, have revolutionized the toothbrush market. Availability of different denture care products and dental accessories is also contributing to growth of the market.

Further Key Findings From the Study Suggest

In 2016, the toothpaste segment dominated the oral care market due to increase in number of people using different forms of toothpastes

The toothbrush segment is expected to show lucrative growth over the forecast period due to the availability of a wide range of innovative designs, such as electric and battery-powered toothbrushes

The denture products segment is anticipated to witness significant growth over the forecast period. The increasing application of dentures can be attributed to the growth of related products, such as adhesive creams & cleaners

Asia Pacific held the largest market share in 2016 and is also expected to show highest growth over the forecast period. This is due to the rising awareness about oral health among people of developing countries, such as India

Europe is anticipated to exhibit significant growth over the forecast period, primarily due to rising geriatric population and high prevalence of tooth decay in this region

Some of the key players are Colgate-Palmolive Company; Procter & Gamble; GlaxoSmithKline; Church & Dwight Co., Inc.; Johnson & Johnson Consumer Inc.; Dr. Fresh, LLC; Lion Corporation; Sunstar Suisse S.A.; and Dentaïd

In 2013, Dentaïd expanded its business to the Italian market through its new subsidiary DENTAID Srl, which helped this company geographically expand its oral care business

Contents

CHAPTER 1 RESEARCH METHODOLOGY

- 1.1 Country Wise Market: Base Estimates
- 1.2 Global Market: CAGR Calculation
- 1.3 Region Based Segment Share Calculation
- 1.4 Research Scope & Assumptions
- 1.5 List of Data Sources
 - 1.5.1 Data for primary interviews, by sources
 - 1.5.2 Data for primary interviews, by region

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Snapshot

CHAPTER 3 ORAL CARE MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation & Scope
- 3.2 Market Driver Analysis
 - 3.2.1 Growing awareness related to dental hygiene
 - 3.2.2 Rising prevalence of dental caries
 - 3.2.3 Introduction of innovative products
 - 3.2.4 Rising geriatric population
- 3.3 Market Restraint Analysis
 - 3.3.1 Limitations of electric toothbrush
- 3.4 Key Opportunities Prioritized
 - 3.4.1 Key opportunities prioritized, by product
- 3.5 Oral Care - SWOT Analysis, by Factor (Political & Legal, Economic and Technological)
- 3.6 Industry Analysis - Porter's
- 3.7 Oral Care Market: Company Market Share Analysis, 2016

CHAPTER 4 ORAL CARE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1 Oral Care Market: Product Movement Analysis
- 4.2 Toothbrush
 - 4.2.1 Toothbrush market, 2014 - 2025 (USD Million)
 - 4.2.2 Manual Toothbrush

- 4.2.2.1 Manual toothbrush market, 2014 - 2025 (USD Million)
- 4.2.3 Electric Toothbrush
 - 4.2.3.1 Electric toothbrush market, 2014 - 2025 (USD Million)
- 4.2.4 Battery-Powered Toothbrush
 - 4.2.4.1 Battery-powered toothbrush market, 2014 - 2025 (USD Million)
- 4.2.5 Other Toothbrush
 - 4.2.5.1 Other toothbrush market, 2014 - 2025 (USD Million)
- 4.3 Toothpaste
 - 4.3.1 Toothpaste market, 2014 - 2025 (USD Million)
 - 4.3.2 Gel Toothpaste
 - 4.3.2.1 Gel toothpaste market, 2014 - 2025 (USD Million)
 - 4.3.3 Polish Toothpaste
 - 4.3.3.1 Polish toothpaste market, 2014 - 2025 (USD Million)
 - 4.3.4 Paste Toothpaste
 - 4.3.4.1 Paste toothpaste market, 2014 - 2025 (USD Million)
 - 4.3.5 Powder Toothpaste
 - 4.3.5.1 Powder toothpaste market, 2014 - 2025 (USD Million)
- 4.4 Mouthwash/Rinse
 - 4.4.1 Mouthwash/rinse market, 2014 - 2025 (USD Million)
 - 4.4.2 Medicated Mouthwash/Rinse
 - 4.4.2.1 Medicated Mouthwash/rinse market, 2014 - 2025 (USD Million)
 - 4.4.3 Non-Medicated Mouthwash/Rinse
 - 4.4.3.1 Non-medicated mouthwash/rinse market, 2014 - 2025 (USD Million)
- 4.5 Denture Products
 - 4.5.1 Denture products market, 2014 - 2025 (USD Million)
 - 4.5.2 Cleaners
 - 4.5.2.1 Cleaners market, 2014 - 2025 (USD Million)
 - 4.5.3 Fixatives
 - 4.5.3.1 Fixatives market, 2014 - 2025 (USD Million)
 - 4.5.4 Floss
 - 4.5.4.1 Floss market, 2014 - 2025 (USD Million)
 - 4.5.5 Other dental products
 - 4.5.5.1 Other dental products market, 2014 - 2025 (USD Million)
- 4.6 Dental Accessories
 - 4.6.1 Dental accessories market, 2014 - 2025 (USD Million)
 - 4.6.2 Cosmetic whitening products
 - 4.6.2.1 Cosmetic whitening products market, 2014 - 2025 (USD Million)
 - 4.6.3 Fresh breath dental chewing gum
 - 4.6.3.1 Fresh breath dental chewing gum market, 2014 - 2025 (USD Million)

4.6.4 Tongue scrapers

4.6.4.1 Tongue scrapers market, 2014 - 2025 (USD Million)

4.6.5 Fresh breath strips

4.6.5.1 Fresh breath strips market, 2014 - 2025 (USD Million)

4.6.6 Other dental accessories

4.6.6.1 Other dental accessories market, 2014 - 2025 (USD Million)

CHAPTER 5 ORAL CARE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS, BY PRODUCT

5.1 Oral Care Market Share by Region, 2017 & 2025

5.2 North America

5.2.1 U.S.

5.2.1.1 U.S. oral care market, by product, 2014 - 2025 (USD Million)

5.2.2 Canada

5.2.2.1 Canada oral care market, by product, 2014 - 2025 (USD Million)

5.3 Europe

5.3.1 Germany

5.3.1.1 Germany oral care market, by product, 2014 - 2025 (USD Million)

5.3.2 UK

5.3.2.1 UK oral care market, by product, 2014 - 2025 (USD Million)

5.4 Asia Pacific

5.4.1 Japan

5.4.1.1 Japan oral care market, by product, 2014 - 2025 (USD Million)

5.4.2 China

5.4.2.1 China oral care market, by product, 2014 - 2025 (USD Million)

5.4.3 India

5.4.3.1 India oral care market, by product, 2014 - 2025 (USD Million)

5.5 Latin America

5.5.1 Brazil

5.5.1.1 Brazil oral care market, by product, 2014 - 2025 (USD Million)

5.5.2 Mexico

5.5.2.1 Mexico oral care market, by product, 2014 - 2025 (USD Million)

5.6 MEA

5.6.1 South Africa

5.6.1.1 South Africa oral care market, by product, 2014 - 2025 (USD Million)

CHAPTER 6 COMPETITIVE LANDSCAPE

6.1 Company Profiles

6.1.1 Procter & Gamble

- 6.1.1.1 Company overview
- 6.1.1.2 Financial performance
- 6.1.1.3 Product benchmarking
- 6.1.1.4 Strategic initiatives

6.1.2 Johnson & Johnson Consumer Inc.

- 6.1.2.1 Company overview
- 6.1.2.2 Financial performance
- 6.1.2.3 Product benchmarking

6.1.3 Colgate-Palmolive

- 6.1.3.1 Company overview
- 6.1.3.2 Financial performance
- 6.1.3.3 Product benchmarking
- 6.1.3.4 Strategic initiative

6.1.4 GlaxoSmithKline

- 6.1.4.1 Company overview
- 6.1.4.2 Financial performance
- 6.1.4.3 Product benchmarking
- 6.1.4.4 Strategic initiatives

6.1.5 Church & Dwight Co. Inc.

- 6.1.5.1 Company overview
- 6.1.5.2 Financial performance
- 6.1.5.3 Product benchmarking

6.1.6 Dr. Fresh, LLC

- 6.1.6.1 Company overview
- 6.1.6.2 Product benchmarking

6.1.7 Dentaïd

- 6.1.7.1 Company overview
- 6.1.7.2 Product benchmarking
- 6.1.7.3 Strategic initiatives

6.1.8 Lion Corporation

- 6.1.8.1 Company overview
- 6.1.8.2 Financial Performance
- 6.1.8.3 Product benchmarking
- 6.1.8.4 Strategic initiatives

6.1.9 Sunstar Suisse S.A.

- 6.1.9.1 Company overview
- 6.1.9.2 Financial Performance

6.1.9.3 Product benchmarking

6.1.9.4 Strategic initiatives

List Of Tables

LIST OF TABLES

- Table 1 Factors used in segment share estimation
- Table 2 List of secondary data sources
- Table 3 Primary interview details, by source
- Table 4 Primary interview details, by region
- Table 5 North America oral care market, by country, 2014 - 2025 (USD Million)
- Table 6 North America oral care market, by product, 2014 - 2025 (USD Million)
- Table 7 North America toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 8 North America toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 9 North America mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 10 North America denture products market, by type, 2014 - 2025 (USD Million)
- Table 11 North America dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 12 U.S. oral care market, by product, 2014 - 2025 (USD Million)
- Table 13 U.S. toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 14 U.S. toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 15 U.S. mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 16 U.S. denture products market, by type, 2014 - 2025 (USD Million)
- Table 17 U.S. dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 18 Canada oral care market, by product, 2014 - 2025 (USD Million)
- Table 19 Canada toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 20 Canada toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 21 Canada mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 22 Canada denture products market, by type, 2014 - 2025 (USD Million)
- Table 23 Canada dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 24 Europe oral care market, by country, 2014 - 2025 (USD Million)
- Table 25 Europe oral care market, by product, 2014 - 2025 (USD Million)
- Table 26 Europe toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 27 Europe toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 28 Europe mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 29 Europe denture products market, by type, 2014 - 2025 (USD Million)
- Table 30 Europe dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 31 Germany oral care market, by product, 2014 - 2025 (USD Million)
- Table 32 Germany toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 33 Germany toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 34 Germany mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 35 Germany denture products market, by type, 2014 - 2025 (USD Million)

- Table 36 Germany dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 37 UK oral care market, by product, 2014 - 2025 (USD Million)
- Table 38 UK toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 39 UK toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 40 UK mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 41 UK denture products market, by type, 2014 - 2025 (USD Million)
- Table 42 UK dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 43 Asia Pacific oral care market, by country, 2014 - 2025 (USD Million)
- Table 44 Asia Pacific oral care market, by product, 2014 - 2025 (USD Million)
- Table 45 Asia Pacific toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 46 Asia Pacific toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 47 Asia Pacific mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 48 Asia Pacific denture products market, by type, 2014 - 2025 (USD Million)
- Table 49 Asia Pacific dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 50 Japan oral care market, by product, 2014 - 2025 (USD Million)
- Table 51 Japan toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 52 Japan toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 53 Japan mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 54 Japan denture products market, by type, 2014 - 2025 (USD Million)
- Table 55 Japan dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 56 China oral care market, by product, 2014 - 2025 (USD Million)
- Table 57 China toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 58 China toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 59 China mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 60 China denture products market, by type, 2014 - 2025 (USD Million)
- Table 61 China dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 62 India oral care market, by product, 2014 - 2025 (USD Million)
- Table 63 India toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 64 India toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 65 India mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 66 India denture products market, by type, 2014 - 2025 (USD Million)
- Table 67 India dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 68 Latin America oral care market, by country, 2014 - 2025 (USD Million)
- Table 69 Latin America oral care market, by product, 2014 - 2025 (USD Million)
- Table 70 Latin America toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 71 Latin America toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 72 Latin America mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 73 Latin America denture products market, by type, 2014 - 2025 (USD Million)
- Table 74 Latin America dental accessories market, by type, 2014 - 2025 (USD Million)

- Table 75 Brazil oral care market, by product, 2014 - 2025 (USD Million)
- Table 76 Brazil toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 77 Brazil toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 78 Brazil mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 79 Brazil denture products market, by type, 2014 - 2025 (USD Million)
- Table 80 Brazil dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 81 Mexico oral care market, by product, 2014 - 2025 (USD Million)
- Table 82 Mexico toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 83 Mexico toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 84 Mexico mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 85 Mexico denture products market, by type, 2014 - 2025 (USD Million)
- Table 86 Mexico dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 87 MEA oral care market, by country, 2014 - 2025 (USD Million)
- Table 88 MEA oral care market, by product, 2014 - 2025 (USD Million)
- Table 89 MEA toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 90 MEA toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 91 MEA mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 92 MEA denture products market, by type, 2014 - 2025 (USD Million)
- Table 93 MEA dental accessories market, by type, 2014 - 2025 (USD Million)
- Table 94 South Africa oral care market, by product, 2014 - 2025 (USD Million)
- Table 95 South Africa toothbrush market, by type, 2014 - 2025 (USD Million)
- Table 96 South Africa toothpaste market, by type, 2014 - 2025 (USD Million)
- Table 97 South Africa mouthwash/rinse market, by type, 2014 - 2025 (USD Million)
- Table 98 South Africa denture products market, by type, 2014 - 2025 (USD Million)
- Table 99 South Africa dental accessories market, by type, 2014 - 2025 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Primary interviews, by sources
- Fig. 2 Primary interviews, by region
- Fig. 3 Market summary (USD Million)
- Fig. 4 Market trends & outlook
- Fig. 5 Market segmentation & scope
- Fig. 6 Market driver relevance analysis (Current & future impact)
- Fig. 7 Market restraint relevance analysis (Current & future impact)
- Fig. 8 Key opportunities prioritized, by product
- Fig. 9 SWOT analysis, by factor (political & legal, economic and technological)
- Fig. 10 Porter's Five Forces Analysis
- Fig. 11 Oral care market: Heat map analysis, 2016
- Fig. 12 Oral care market, product outlook: Key takeaways
- Fig. 13 Oral care market: Product movement analysis
- Fig. 14 Toothbrush market, 2014 - 2025 (USD Million)
- Fig. 15 Manual toothbrush market, 2014 - 2025 (USD Million)
- Fig. 16 Electric toothbrush market, 2014 - 2025 (USD Million)
- Fig. 17 Battery-powered toothbrush market, 2014 - 2025 (USD Million)
- Fig. 18 Other toothbrush market, 2014 - 2025 (USD Million)
- Fig. 19 Toothpaste market, 2014 - 2025 (USD Million)
- Fig. 20 Gel toothpaste market, 2014 - 2025 (USD Million)
- Fig. 21 Polish toothpaste market, 2014 - 2025 (USD Million)
- Fig. 22 Paste toothpaste market, 2014 - 2025 (USD Million)
- Fig. 23 Powder toothpaste market, 2014 - 2025 (USD Million)
- Fig. 24 Mouthwash/rinse market, 2014 - 2025 (USD Million)
- Fig. 25 Mouthwash/rinse market, 2014 - 2025 (USD Million)
- Fig. 26 Non medicated mouthwash/rinse market, 2014 - 2025 (USD Million)
- Fig. 27 Denture products market, 2014 - 2025 (USD Million)
- Fig. 28 Cleaners market, 2014 - 2025 (USD Million)
- Fig. 29 Fixatives market, 2014 - 2025 (USD Million)
- Fig. 30 Floss market, 2014 - 2025 (USD Million)
- Fig. 31 Other dental products market, 2014 - 2025 (USD Million)
- Fig. 32 Dental accessories market, 2014 - 2025 (USD Million)
- Fig. 33 Cosmetic whitening products market, 2014 - 2025 (USD Million)
- Fig. 34 Fresh breath dental chewing gum market, 2014 - 2025 (USD Million)
- Fig. 35 Tongue scrapers market, 2014 - 2025 (USD Million)

Fig. 36 Fresh breath strips market, 2014 - 2025 (USD Million)

Fig. 37 Other dental accessories market, 2014 - 2025 (USD Million)

Fig. 38 Regional market place: Key takeaways

Fig. 39 Regional outlook, 2017 & 2025

I would like to order

Product name: Oral Care Market Analysis By Product (Toothbrush, Toothpaste, Mouthwash/Rinse, Denture Products, Dental Accessories), By Region, And Segment Forecasts, 2014 - 2025

Product link: <https://marketpublishers.com/r/O415D2CE767EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O415D2CE767EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

