

# Germany Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Germany Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Oral Hygiene in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The oral hygiene market consists of retail sales of breath fresheners (non-confectionery), dental floss, denture care, mouthwash, toothbrushes & replacement heads and toothpaste. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.

The German Oral Hygiene market had total revenues of \$2,167.9 million in 2022, representing a compound annual growth rate (CAGR) of 2.3% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.5% between 2017 and 2022, to reach a total of 637.3 million units in 2022.

The performance of the market is forecast to accelerate, with an

anticipated CAGR of 2.6% for the five-year period 2022-2027, which is expected to drive the market to a value of \$2,469.5 million by the end of 2027.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the oral hygiene market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the oral hygiene market in Germany

Leading company profiles reveal details of key oral hygiene market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany oral hygiene market with five year forecasts

## Reasons to Buy

What was the size of the Germany oral hygiene market by value in 2022?

What will be the size of the Germany oral hygiene market in 2027?

What factors are affecting the strength of competition in the Germany oral hygiene market?

How has the market performed over the last five years?

What are the main segments that make up Germany's oral hygiene market?

## Contents

Table of Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the German oral hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered in the last 5 years?
- 7.5. What are the most popular brands in the oral hygiene market?
- 7.6. What have been the most significant M&A deals in the Germany oral hygiene market over the last five years?

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. GlaxoSmithKline AG
- 8.3. Church & Dwight Co Inc
- 8.4. Colgate-Palmolive Co

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Germany oral hygiene market value: \$ million, 2017–22
- Table 2: Germany oral hygiene market volume: million units, 2017–22
- Table 3: Germany oral hygiene market category segmentation: % share, by value, 2017–2022
- Table 4: Germany oral hygiene market category segmentation: \$ million, 2017-2022
- Table 5: Germany oral hygiene market geography segmentation: \$ million, 2022
- Table 6: Germany oral hygiene market distribution: % share, by value, 2022
- Table 7: Germany oral hygiene market value forecast: \$ million, 2022–27
- Table 8: Germany oral hygiene market volume forecast: million units, 2022–27
- Table 9: Germany oral hygiene market share: % share, by value, 2022
- Table 10: The Procter & Gamble Co: key facts
- Table 11: The Procter & Gamble Co: Annual Financial Ratios
- Table 12: The Procter & Gamble Co: Key Employees
- Table 13: The Procter & Gamble Co: Key Employees Continued
- Table 14: GlaxoSmithKline AG: key facts
- Table 15: GlaxoSmithKline AG: Key Employees
- Table 16: Church & Dwight Co Inc: key facts
- Table 17: Church & Dwight Co Inc: Annual Financial Ratios
- Table 18: Church & Dwight Co Inc: Key Employees
- Table 19: Church & Dwight Co Inc: Key Employees Continued
- Table 20: Colgate-Palmolive Co: key facts
- Table 21: Colgate-Palmolive Co: Annual Financial Ratios
- Table 22: Colgate-Palmolive Co: Key Employees
- Table 23: Colgate-Palmolive Co: Key Employees Continued
- Table 24: Colgate-Palmolive Co: Key Employees Continued
- Table 25: Colgate-Palmolive Co: Key Employees Continued
- Table 26: Germany size of population (million), 2018–22
- Table 27: Germany gdp (constant 2005 prices, \$ billion), 2018–22
- Table 28: Germany gdp (current prices, \$ billion), 2018–22
- Table 29: Germany inflation, 2018–22
- Table 30: Germany consumer price index (absolute), 2018–22
- Table 31: Germany exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany oral hygiene market value: \$ million, 2017–22

Figure 2: Germany oral hygiene market volume: million units, 2017–22

Figure 3: Germany oral hygiene market category segmentation: \$ million, 2017-2022

Figure 4: Germany oral hygiene market geography segmentation: % share, by value, 2022

Figure 5: Germany oral hygiene market distribution: % share, by value, 2022

Figure 6: Germany oral hygiene market value forecast: \$ million, 2022–27

Figure 7: Germany oral hygiene market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the oral hygiene market in Germany, 2022

Figure 9: Drivers of buyer power in the oral hygiene market in Germany, 2022

Figure 10: Drivers of supplier power in the oral hygiene market in Germany, 2022

Figure 11: Factors influencing the likelihood of new entrants in the oral hygiene market in Germany, 2022

Figure 12: Factors influencing the threat of substitutes in the oral hygiene market in Germany, 2022

Figure 13: Drivers of degree of rivalry in the oral hygiene market in Germany, 2022

Figure 14: Germany oral hygiene market share: % share, by value, 2022

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