

# Oral Hygiene in Canada - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Oral Hygiene in Canada - Market Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Oral Hygiene in Canada industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). 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 and 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 2020 exchange rates.

The Canadian oral hygiene market had total revenues of \$907.7 million in 2020, representing a compound annual growth rate (CAGR) of 2.5% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.5% between 2016 and 2020, to reach a total of 475.6 million units in 2020.

The Canadian oral hygiene market is mature, therefore, strong growth is not expected. However, product modification and extension are the primary strategies being adopted by manufacturers to maintain their profitability.

## **SCOPE**

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

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

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 Canada oral hygiene market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Canada oral hygiene market by value in 2020?

What will be the size of the Canada oral hygiene market in 2025?

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

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Who are the top competitors in Canada's oral hygiene market?

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