

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

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Abstracts

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

SUMMARY

Oral Hygiene in China 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 Chinese oral hygiene market had total revenues of \$5,386.8 million in 2020, representing a compound annual growth rate (CAGR) of 5.5% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.9% between 2016 and 2020, to reach a total of 3,237.3 million units in 2020.

The country's large population, rapid urbanization, and rising awareness of oral hygiene have largely supported market growth.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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 Chinese oral hygiene market?
- 7.3. Which companies have been the most successful at increasing their market shares between 2016 and 2020?
- 7.4. Which companies' market shares have suffered during 2016-20?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Colgate-Palmolive Co
- 8.2. The Procter & Gamble Co
- 8.3. Unilever Plc.
- 8.4. Yunnan Baiyao Group Co Ltd

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: China oral hygiene market value: \$ million, 2016-20 |
| Table 2: China oral hygiene market volume: million units, 2016-20 |
| Table 3: China oral hygiene market category segmentation: \$ million, 2020 |
| Table 4: China oral hygiene market geography segmentation: \$ million, 2020 |
| Table 5: China oral hygiene market distribution: % share, by value, 2020 |
| Table 6: China oral hygiene market value forecast: \$ million, 2020-25 |
| Table 7: China oral hygiene market volume forecast: million units, 2020-25 |
| Table 8: China oral hygiene market share: % share, by value, 2020 |
| Table 9: Colgate-Palmolive Co: key facts |
| Table 10: Colgate-Palmolive Co: Annual Financial Ratios |
| Table 11: Colgate-Palmolive Co: Key Employees |
| Table 12: Colgate-Palmolive Co: Key Employees Continued |
| Table 13: Colgate-Palmolive Co: Key Employees Continued |
| Table 14: Colgate-Palmolive Co: Key Employees Continued |
| Table 15: The Procter & Gamble Co: key facts |
| Table 16: The Procter & Gamble Co: Annual Financial Ratios |
| Table 17: The Procter & Gamble Co: Key Employees |
| Table 18: The Procter & Gamble Co: Key Employees Continued |
| Table 19: Unilever Plc.: key facts |
| Table 20: Unilever Plc.: Annual Financial Ratios |
| Table 21: Unilever Plc.: Key Employees |
| Table 22: Yunnan Baiyao Group Co Ltd: key facts |
| Table 23: Yunnan Baiyao Group Co Ltd: Annual Financial Ratios |
| Table 24: Yunnan Baiyao Group Co Ltd: Key Employees |
| Table 25: China size of population (million), 2016-20 |
| Table 26: China gdp (constant 2005 prices, \$ billion), 2016-20 |
| Table 27: China gdp (current prices, \$ billion), 2016-20 |
| Table 28: China inflation, 2016-20 |
| Table 29: China consumer price index (absolute), 2016-20 |
| Table 30: China exchange rate, 2016-20 |

List Of Figures

LIST OF FIGURES

Figure 1: China oral hygiene market value: \$ million, 2016-20

Figure 2: China oral hygiene market volume: million units, 2016-20

Figure 3: China oral hygiene market category segmentation: % share, by value, 2020

Figure 4: China oral hygiene market geography segmentation: % share, by value, 2020

Figure 5: China oral hygiene market distribution: % share, by value, 2020

Figure 6: China oral hygiene market value forecast: \$ million, 2020-25

Figure 7: China oral hygiene market volume forecast: million units, 2020-25

Figure 8: Forces driving competition in the oral hygiene market in China, 2020

Figure 9: Drivers of buyer power in the oral hygiene market in China, 2020

Figure 10: Drivers of supplier power in the oral hygiene market in China, 2020

Figure 11: Factors influencing the likelihood of new entrants in the oral hygiene market in China, 2020

Figure 12: Factors influencing the threat of substitutes in the oral hygiene market in China, 2020

Figure 13: Drivers of degree of rivalry in the oral hygiene market in China, 2020

Figure 14: China oral hygiene market share: % share, by value, 2020

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