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

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Abstracts

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

SUMMARY

Oral Hygiene in Europe industry profile provides top-line qualitative and quantitative summary information including: 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 European oral hygiene market had total revenues of $11,808.8 million in 2020, representing a compound annual growth rate (CAGR) of 2% between 2016 and 2020.

Market consumption volume increased with a CAGR of 0.4% between 2016 and 2020, to reach a total of 3,671.6 million units in 2020.

Good hygiene practices, along with demand from all ages of consumer, are driving 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 Europe

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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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

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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 European oral hygiene market?
7.3. Which companies have been the most successful at increasing their market shares between 2016 and 2020?
7.4. 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. GlaxoSmithKline Plc

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

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List Of Tables

LIST OF TABLES

Table 1: Europe oral hygiene market value: $ million, 2016-20
Table 2: Europe oral hygiene market volume: million units, 2016-20
Table 3: Europe oral hygiene market category segmentation: $ million, 2020
Table 4: Europe oral hygiene market geography segmentation: $ million, 2020
Table 5: Europe oral hygiene market distribution: % share, by value, 2020
Table 6: Europe oral hygiene market value forecast: $ million, 2020-25
Table 7: Europe oral hygiene market volume forecast: million units, 2020-25
Table 8: Europe 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: GlaxoSmithKline Plc: key facts
Table 23: GlaxoSmithKline Plc: Annual Financial Ratios
Table 24: GlaxoSmithKline Plc: Key Employees
Table 25: GlaxoSmithKline Plc: Key Employees Continued
Table 26: Europe size of population (million), 2016-20
Table 27: Europe gdp (constant 2005 prices, $ billion), 2016-20
Table 28: Europe gdp (current prices, $ billion), 2016-20
Table 29: Europe inflation, 2016-20
Table 30: Europe consumer price index (absolute), 2016-20
Table 31: Europe exchange rate, 2016-20

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List Of Figures

LIST OF FIGURES

Figure 1: Europe oral hygiene market value: $ million, 2016-20
Figure 2: Europe oral hygiene market volume: million units, 2016-20
Figure 3: Europe oral hygiene market category segmentation: % share, by value, 2020
Figure 4: Europe oral hygiene market geography segmentation: % share, by value, 2020
Figure 5: Europe oral hygiene market distribution: % share, by value, 2020
Figure 6: Europe oral hygiene market value forecast: $ million, 2020-25
Figure 7: Europe oral hygiene market volume forecast: million units, 2020-25
Figure 8: Forces driving competition in the oral hygiene market in Europe, 2020
Figure 9: Drivers of buyer power in the oral hygiene market in Europe, 2020
Figure 10: Drivers of supplier power in the oral hygiene market in Europe, 2020
Figure 11: Factors influencing the likelihood of new entrants in the oral hygiene market in Europe, 2020
Figure 12: Factors influencing the threat of substitutes in the oral hygiene market in Europe, 2020
Figure 13: Drivers of degree of rivalry in the oral hygiene market in Europe, 2020
Figure 14: Europe oral hygiene market share: % share, by value, 2020

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