

Oral Hygiene in Italy

<https://marketpublishers.com/r/O11F4DC3048EN.html>

Date: June 2020

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: O11F4DC3048EN

Abstracts

Oral Hygiene in Italy

SUMMARY

Oral Hygiene in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 (non-confectionery) breath fresheners, 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 2018 exchange rates.

The Italian oral hygiene market had total revenues of \$1,265.7m in 2019, representing a compound annual growth rate (CAGR) of 1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.4% between 2015 and 2019, to reach a total of 443.4 million units in 2019.

Economic challenges during the review period affected the 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 Italy

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

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

REASONS TO BUY

What was the size of the Italy oral hygiene market by value in 2019?

What will be the size of the Italy oral hygiene market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in Italy'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 Italian oral hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2015-2019)?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Unilever NV
- 8.3. 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: Italy oral hygiene market value: \$ million, 2015-19
- Table 2: Italy oral hygiene market volume: million units, 2015-19
- Table 3: Italy oral hygiene market category segmentation: \$ million, 2019
- Table 4: Italy oral hygiene market geography segmentation: \$ million, 2019
- Table 5: Italy oral hygiene market distribution: % share, by value, 2019
- Table 6: Italy oral hygiene market value forecast: \$ million, 2019-24
- Table 7: Italy oral hygiene market volume forecast: million units, 2019-24
- Table 8: Italy oral hygiene market share: % share, by value, 2019
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Unilever NV: key facts
- Table 14: Unilever NV: Annual Financial Ratios
- Table 15: Unilever NV: Key Employees
- Table 16: Unilever NV: Key Employees Continued
- Table 17: Colgate-Palmolive Co: key facts
- Table 18: Colgate-Palmolive Co: Annual Financial Ratios
- Table 19: Colgate-Palmolive Co: Annual Financial Ratios (Continued)
- Table 20: Colgate-Palmolive Co: Key Employees
- Table 21: Colgate-Palmolive Co: Key Employees Continued
- Table 22: Colgate-Palmolive Co: Key Employees Continued
- Table 23: Colgate-Palmolive Co: Key Employees Continued
- Table 24: Italy size of population (million), 2015-19
- Table 25: Italy gdp (constant 2005 prices, \$ billion), 2015-19
- Table 26: Italy gdp (current prices, \$ billion), 2015-19
- Table 27: Italy inflation, 2015-19
- Table 28: Italy consumer price index (absolute), 2015-19
- Table 29: Italy exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Italy oral hygiene market value: \$ million, 2015-19

Figure 2: Italy oral hygiene market volume: million units, 2015-19

Figure 3: Italy oral hygiene market category segmentation: % share, by value, 2019

Figure 4: Italy oral hygiene market geography segmentation: % share, by value, 2019

Figure 5: Italy oral hygiene market distribution: % share, by value, 2019

Figure 6: Italy oral hygiene market value forecast: \$ million, 2019-24

Figure 7: Italy oral hygiene market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the oral hygiene market in Italy, 2019

Figure 9: Drivers of buyer power in the oral hygiene market in Italy, 2019

Figure 10: Drivers of supplier power in the oral hygiene market in Italy, 2019

Figure 11: Factors influencing the likelihood of new entrants in the oral hygiene market in Italy, 2019

Figure 12: Factors influencing the threat of substitutes in the oral hygiene market in Italy, 2019

Figure 13: Drivers of degree of rivalry in the oral hygiene market in Italy, 2019

Figure 14: Italy oral hygiene market share: % share, by value, 2019

I would like to order

Product name: Oral Hygiene in Italy

Product link: <https://marketpublishers.com/r/O11F4DC3048EN.html>

Price: US\$ 350.00 (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/O11F4DC3048EN.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