

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

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## Abstracts

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

### SUMMARY

Oral Hygiene in the Netherlands industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Dutch oral hygiene market had total revenues of \$443.6 million in 2020, representing a compound annual growth rate (CAGR) of 2.1% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2% between 2016 and 2020, to reach a total of 117.4 million units in 2020.

Rising hygiene awareness among consumers is the primary factor 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 the Netherlands

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

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 Netherlands oral hygiene market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the Netherlands'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 Dutch 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. GlaxoSmithKline Plc
- 8.2. The Procter & Gamble Co
- 8.3. Unilever Plc.
- 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: Netherlands oral hygiene market value: \$ million, 2016-20
- Table 2: Netherlands oral hygiene market volume: million units, 2016-20
- Table 3: Netherlands oral hygiene market category segmentation: \$ million, 2020
- Table 4: Netherlands oral hygiene market geography segmentation: \$ million, 2020
- Table 5: Netherlands oral hygiene market distribution: % share, by value, 2020
- Table 6: Netherlands oral hygiene market value forecast: \$ million, 2020-25
- Table 7: Netherlands oral hygiene market volume forecast: million units, 2020-25
- Table 8: Netherlands oral hygiene market share: % share, by value, 2020
- Table 9: GlaxoSmithKline Plc: key facts
- Table 10: GlaxoSmithKline Plc: Annual Financial Ratios
- Table 11: GlaxoSmithKline Plc: Key Employees
- Table 12: GlaxoSmithKline Plc: Key Employees Continued
- Table 13: The Procter & Gamble Co: key facts
- Table 14: The Procter & Gamble Co: Annual Financial Ratios
- Table 15: The Procter & Gamble Co: Key Employees
- Table 16: The Procter & Gamble Co: Key Employees Continued
- Table 17: Unilever Plc.: key facts
- Table 18: Unilever Plc.: Annual Financial Ratios
- Table 19: Unilever Plc.: Key Employees
- 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: Netherlands size of population (million), 2016-20
- Table 27: Netherlands gdp (constant 2005 prices, \$ billion), 2016-20
- Table 28: Netherlands gdp (current prices, \$ billion), 2016-20
- Table 29: Netherlands inflation, 2016-20
- Table 30: Netherlands consumer price index (absolute), 2016-20
- Table 31: Netherlands exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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