

Oral Hygiene in the Netherlands

<https://marketpublishers.com/r/O0789C835E25EN.html>

Date: April 2025

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: O0789C835E25EN

Abstracts

Oral Hygiene in the Netherlands

Summary

Oral Hygiene in the Netherlands industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 & 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 2024 exchange rates.
- The Dutch oral hygiene market recorded revenues of \$515.6 million in 2024, representing a compound annual growth rate (CAGR) of 3.3% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 1.6% between 2019 and 2024, reaching a total of 83.5 million units in 2024.
- In 2024, the Dutch oral hygiene market grew by 4.4%, primarily fueled by a rise in final household consumption expenditure on health and a growing awareness of oral hygiene among consumers. Increased final household consumption expenditure on health indicates a shift in consumer priorities toward preventive care and wellness.

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 2024?
- What will be the size of the Netherlands oral hygiene market in 2029?
- 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?

Companies Mentioned

The Procter & Gamble Co

Haleon Plc

Colgate-Palmolive Co

Koninklijke Philips NV

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