

Oral Hygiene in North America

URL: <https://marketpublishers.com/r/O300CEBF0A4EN.html>

Date: February 28, 2019

Pages: 37

Price: US\$ 350.00

ID: O300CEBF0A4EN

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SUMMARY

Oral Hygiene in North America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). 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 2018 exchange rates.
- The North American oral hygiene market had total revenues of \$9,034.3m in 2018, representing a compound annual growth rate (CAGR) of 3.2% between 2014 and 2018.
- Market consumption volume increased with a CAGR of 2.3% between 2014 and 2018, to reach a total of 2,714.7 million units in 2018.
- Increasing personal income levels will allow consumers to indulge in premium products, thereby driving the oral hygiene market.

SCOPE

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the oral hygiene market in North America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the oral hygiene market in North America
- 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 North America oral hygiene market with five year forecasts by both value and volume

REASONS TO BUY

- What was the size of the North America oral hygiene market by value in 2018?
- What will be the size of the North America oral hygiene market in 2023?
- What factors are affecting the strength of competition in the North America oral hygiene market?
- How has the market performed over the last five years?
- Who are the top competitors in North America's oral hygiene market?

Table of Content

Executive Summary
Market value
Market value forecast
Market volume
Market volume forecast
Category segmentation
Geography segmentation
Market share
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market volume
Market Segmentation
Category segmentation
Geography segmentation
Market share
Market distribution
Market Outlook
Market value forecast
Market volume forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Colgate-Palmolive Company
GlaxoSmithKline Plc
Johnson & Johnson
The Procter & Gamble Co
Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

LIST OF TABLES

Table 1: North America oral hygiene market value: \$ million, 2014-18
Table 2: North America oral hygiene market volume: million units, 2014-18
Table 3: North America oral hygiene market category segmentation: \$ million, 2018
Table 4: North America oral hygiene market geography segmentation: \$ million, 2018
Table 5: North America oral hygiene market share: % share, by value, 2018
Table 6: North America oral hygiene market distribution: % share, by value, 2018
Table 7: North America oral hygiene market value forecast: \$ million, 2018-23
Table 8: North America oral hygiene market volume forecast: million units, 2018-23
Table 9: Colgate-Palmolive Company: key facts
Table 10: Colgate-Palmolive Company: key financials (\$)

Table 11: Colgate-Palmolive Company: key financial ratios
Table 12: GlaxoSmithKline Plc: key facts
Table 13: GlaxoSmithKline Plc: key financials (\$)
Table 14: GlaxoSmithKline Plc: key financials (£)
Table 15: GlaxoSmithKline Plc: key financial ratios
Table 16: Johnson & Johnson: key facts
Table 17: Johnson & Johnson: key financials (\$)
Table 18: Johnson & Johnson: key financial ratios
Table 19: The Procter & Gamble Co: key facts
Table 20: The Procter & Gamble Co: key financials (\$)
Table 21: The Procter & Gamble Co: key financial ratios

LIST OF FIGURES

Figure 1: North America oral hygiene market value: \$ million, 2014-18
Figure 2: North America oral hygiene market volume: million units, 2014-18
Figure 3: North America oral hygiene market category segmentation: % share, by value, 2018
Figure 4: North America oral hygiene market geography segmentation: % share, by value, 2018
Figure 5: North America oral hygiene market share: % share, by value, 2018
Figure 6: North America oral hygiene market distribution: % share, by value, 2018
Figure 7: North America oral hygiene market value forecast: \$ million, 2018-23
Figure 8: North America oral hygiene market volume forecast: million units, 2018-23
Figure 9: Forces driving competition in the oral hygiene market in North America, 2018
Figure 10: Drivers of buyer power in the oral hygiene market in North America, 2018
Figure 11: Drivers of supplier power in the oral hygiene market in North America, 2018
Figure 12: Factors influencing the likelihood of new entrants in the oral hygiene market in North America, 2018
Figure 13: Factors influencing the threat of substitutes in the oral hygiene market in North America, 2018
Figure 14: Drivers of degree of rivalry in the oral hygiene market in North America, 2018
Figure 15: Colgate-Palmolive Company: revenues & profitability
Figure 16: Colgate-Palmolive Company: assets & liabilities
Figure 17: GlaxoSmithKline Plc: revenues & profitability
Figure 18: GlaxoSmithKline Plc: assets & liabilities
Figure 19: Johnson & Johnson: revenues & profitability
Figure 20: The Procter & Gamble Co: revenues & profitability
Figure 21: The Procter & Gamble Co: assets & liabilities

COMPANIES MENTIONED

Colgate-Palmolive Company
GlaxoSmithKline Plc
Johnson & Johnson
The Procter & Gamble Co

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