

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

<https://marketpublishers.com/r/O4FB75A1420DEN.html>

Date: January 2022

Pages: 49

Price: US\$ 350.00 (Single User License)

ID: O4FB75A1420DEN

Abstracts

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

SUMMARY

Oral Hygiene in Scandinavia 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 Scandinavian oral hygiene market had total revenues of \$623.3 million in 2020, representing a compound annual growth rate (CAGR) of 2.3% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.3% between 2016 and 2020, to reach a total of 222.7 million units in 2020.

Economic recovery during the review period largely built consumer confidence, allowing people to spend more on personal grooming, which ultimately helped 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 Scandinavia

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

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 Scandinavia oral hygiene market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Scandinavia'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 Scandinavian 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. Orkla ASA
- 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

List Of Tables

LIST OF TABLES

Table 1: Scandinavia oral hygiene market value: \$ million, 2016-20
Table 2: Scandinavia oral hygiene market volume: million units, 2016-20
Table 3: Scandinavia oral hygiene market category segmentation: \$ million, 2020
Table 4: Scandinavia oral hygiene market geography segmentation: \$ million, 2020
Table 5: Scandinavia oral hygiene market distribution: % share, by value, 2020
Table 6: Scandinavia oral hygiene market value forecast: \$ million, 2020-25
Table 7: Scandinavia oral hygiene market volume forecast: million units, 2020-25
Table 8: Scandinavia 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: Orkla ASA: key facts
Table 16: Orkla ASA: Annual Financial Ratios
Table 17: Orkla ASA: Key Employees
Table 18: Unilever Plc.: key facts
Table 19: Unilever Plc.: Annual Financial Ratios
Table 20: Unilever Plc.: Key Employees
Table 21: GlaxoSmithKline Plc: key facts
Table 22: GlaxoSmithKline Plc: Annual Financial Ratios
Table 23: GlaxoSmithKline Plc: Key Employees
Table 24: GlaxoSmithKline Plc: Key Employees Continued
Table 25: Scandinavia exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I would like to order

Product name: Oral Hygiene in Scandinavia - Market Summary, Competitive Analysis and Forecast, 2016-2025

Product link: <https://marketpublishers.com/r/O4FB75A1420DEN.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/O4FB75A1420DEN.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

