

Oral Hygiene in the United Kingdom (UK) - Market Summary, Competitive Analysis and Forecast, 2016-2025

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Abstracts

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SUMMARY

Oral Hygiene in the United Kingdom 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 UK oral hygiene market had total revenues of \$1,630.1 million in 2020, representing a compound annual rate of change (CARC) of -0.6% between 2016 and 2020.

Market consumption volumes declined with a CARC of -2.2% between 2016 and 2020, to reach a total of 517.5 million units in 2020.

Growth in the sector can be attributed to an improving economy, coupled with increasing disposable income and a rise in consumer spending, which is empowering British consumers to purchase premium oral care products.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the oral hygiene market in the United Kingdom

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

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 United Kingdom oral hygiene market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is the United Kingdom's oral hygiene market in relation to its regional counterparts?

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 UK 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. Colgate-Palmolive Co
- 8.2. The Procter & Gamble Co
- 8.3. GlaxoSmithKline Plc
- 8.4. Johnson & Johnson

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: United Kingdom oral hygiene market value: \$ million, 2016-20
Table 2: United Kingdom oral hygiene market volume: million units, 2016-20
Table 3: United Kingdom oral hygiene market category segmentation: \$ million, 2020
Table 4: United Kingdom oral hygiene market geography segmentation: \$ million, 2020
Table 5: United Kingdom oral hygiene market distribution: % share, by value, 2020
Table 6: United Kingdom oral hygiene market value forecast: \$ million, 2020-25
Table 7: United Kingdom oral hygiene market volume forecast: million units, 2020-25
Table 8: United Kingdom 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: The Procter & Gamble Co: key facts
Table 16: The Procter & Gamble Co: Annual Financial Ratios
Table 17: The Procter & Gamble Co: Key Employees
Table 18: The Procter & Gamble Co: Key Employees Continued
Table 19: GlaxoSmithKline Plc: key facts
Table 20: GlaxoSmithKline Plc: Annual Financial Ratios
Table 21: GlaxoSmithKline Plc: Key Employees
Table 22: GlaxoSmithKline Plc: Key Employees Continued
Table 23: Johnson & Johnson: key facts
Table 24: Johnson & Johnson: Annual Financial Ratios
Table 25: Johnson & Johnson: Key Employees
Table 26: Johnson & Johnson: Key Employees Continued
Table 27: United Kingdom size of population (million), 2016-20
Table 28: United Kingdom gdp (constant 2005 prices, \$ billion), 2016-20
Table 29: United Kingdom gdp (current prices, \$ billion), 2016-20
Table 30: United Kingdom inflation, 2016-20
Table 31: United Kingdom consumer price index (absolute), 2016-20
Table 32: United Kingdom exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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