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Oral Hygiene in United States

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Abstracts

Oral Hygiene in United States

SUMMARY

Oral Hygiene in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 (non-confectionery) breath fresheners, 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 2018 exchange rates.

The US oral hygiene market had total revenues of $7,405.1m in 2019, representing a compound annual growth rate (CAGR) of 2.9% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.6% between 2015 and 2019, to reach a total of 1,782.8 million units in 2019.

Economic recovery, coupled with a rise in consumer purchasing power and increasing disposable incomes, is driving the oral hygiene market in the US.

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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 United States

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

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 States oral hygiene market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the United States oral hygiene market by value in 2019?

What will be the size of the United States oral hygiene market in 2024?

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

How has the market performed over the last five years?

Who are the top competitiors in the United States's oral hygiene market?

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