

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.

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 competitors in the United States'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 US oral hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2015-2019)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Colgate-Palmolive Co
- 8.3. 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 States oral hygiene market value: \$ million, 2015-19
- Table 2: United States oral hygiene market volume: million units, 2015-19
- Table 3: United States oral hygiene market category segmentation: \$ million, 2019
- Table 4: United States oral hygiene market geography segmentation: \$ million, 2019
- Table 5: United States oral hygiene market distribution: % share, by value, 2019
- Table 6: United States oral hygiene market value forecast: \$ million, 2019-24
- Table 7: United States oral hygiene market volume forecast: million units, 2019-24
- Table 8: United States oral hygiene market share: % share, by value, 2019
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Colgate-Palmolive Co: key facts
- Table 14: Colgate-Palmolive Co: Annual Financial Ratios
- Table 15: Colgate-Palmolive Co: Annual Financial Ratios (Continued)
- Table 16: Colgate-Palmolive Co: Key Employees
- Table 17: Colgate-Palmolive Co: Key Employees Continued
- Table 18: Colgate-Palmolive Co: Key Employees Continued
- Table 19: Colgate-Palmolive Co: Key Employees Continued
- Table 20: Johnson & Johnson: key facts
- Table 21: Johnson & Johnson: Annual Financial Ratios
- Table 22: Johnson & Johnson: Key Employees
- Table 23: Johnson & Johnson: Key Employees Continued
- Table 24: United States size of population (million), 2015-19
- Table 25: United States gdp (constant 2005 prices, \$ billion), 2015-19
- Table 26: United States gdp (current prices, \$ billion), 2015-19
- Table 27: United States inflation, 2015-19
- Table 28: United States consumer price index (absolute), 2015-19
- Table 29: United States exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: United States oral hygiene market value: \$ million, 2015-19

Figure 2: United States oral hygiene market volume: million units, 2015-19

Figure 3: United States oral hygiene market category segmentation: % share, by value, 2019

Figure 4: United States oral hygiene market geography segmentation: % share, by value, 2019

Figure 5: United States oral hygiene market distribution: % share, by value, 2019

Figure 6: United States oral hygiene market value forecast: \$ million, 2019-24

Figure 7: United States oral hygiene market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the oral hygiene market in the United States, 2019

Figure 9: Drivers of buyer power in the oral hygiene market in the United States, 2019

Figure 10: Drivers of supplier power in the oral hygiene market in the United States, 2019

Figure 11: Factors influencing the likelihood of new entrants in the oral hygiene market in the United States, 2019

Figure 12: Factors influencing the threat of substitutes in the oral hygiene market in the United States, 2019

Figure 13: Drivers of degree of rivalry in the oral hygiene market in the United States, 2019

Figure 14: United States oral hygiene market share: % share, by value, 2019

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