

Professional Dental Care Market by Type (Toothbrush (Electric, Battery-powered), Toothpaste, Mouthwash, Denture Products, Dental Accessories (Whitening Products, Breath Freshener, Dental Floss, Dental Water Jet)) - Global Forecast to 2021

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Abstracts

The global professional dental care market is valued at USD 769.3 million in 2016 and is estimated to reach USD 961.0 million by 2021, with a CAGR of 4.5% during the forecast period of 2016-2021. The growth of this market is mainly attributed to the growing number of small/private dental clinics, rising incidences of dental caries, increasing disposable incomes in emerging countries, growing awareness about dental hygiene, and economic gain for dental practitioners. However, growing trend of group/large dental practices and reluctance by dental practitioners to adopt dental dispensing practices may hinder the growth of this market to certain extent.

The professional dental care market is segmented on the basis of type-of-product, and region. On the basis of type-of-products, the market is segmented into toothpastes, toothbrushes, mouthwashes/rinses, denture products, dental accessories/ancillaries, and other professional dental care products. The toothpastes accounted for the largest share of the global professional dental care market in 2015. The largest share of this market is mainly attributed to its wide utilization by the end-users. The toothbrushes segment is expected to register fastest growth during the forecast period of 2016-2021. The technological advancements in electric toothbrushes drive the growth of this market in future.

Geographically, the global professional dental care market is segmented into North America, Europe, Asia-Pacific, and the Rest of the World. In 2015, Europe commanded a major share of the professional dental care market. This is mainly due to the region's

aging population, governmental expenditure on oral healthcare across Europe, availability of huge amount of private dental practitioners, and growing awareness about dental hygiene. However, Asia-Pacific is expected to witness the highest growth rate during the forecast period. Growth in the Asia-Pacific market can be attributed to the increasing number of geriatric population, growing number of dental diseases, growing dental expenditure, and increasing dental tourism across the APAC countries.

Some of the key market players competing in the global professional dental care market are Colgate-Palmolive Company (U.S.), The Procter & Gamble Company (U.S.), Unilever plc (U.K.), Johnson & Johnson (U.S.), Young Innovation, Inc. (U.S.), Ultradent Products, Inc. (U.S.), GC Corporation (Japan), GlaxoSmithKline plc (U.K.), Dr. Fresh, LLC (U.S.), 3M Company (U.S.), Koninklijke Philips N.V. (Netherlands), and Sunstar (Japan).

Research Coverage:

In addition to deep down segmentation provided in this report, it briefs about the market dynamics including drivers, restraints, opportunities, challenges, and market trends. The report also covers the product portfolio analysis of the professional dental care products. In addition, this report highlights the growth strategies adopted by the major market players to garner larger share in the professional dental care market.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below-mentioned five strategies (market penetration, product and service development/innovation, market development, market diversification, and competitive assessment) for increasing their market shares.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the product portfolios offered by the top players in the professional dental care market. The report analyzes the professional dental care market by type-of-products, and region

Product and Service Development/Innovation: Detailed insights on the upcoming trends, research and development activities, and new product launches in the

professional dental care market

Market Development: Comprehensive information about lucrative emerging markets by product and region

Market Diversification: Exhaustive information about new products, growing geographies, recent developments, and investments in the professional dental care market

Competitive Assessment: In-depth assessment of market shares, growth strategies, products, and manufacturing capabilities of leading players in the professional dental care market

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