

Indian Oral Care Market Forecast to 2015

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Abstracts

In India, oral care segment holds a substantial share in the overall cosmetic market. On back of increasing awareness about oral hygiene, improving income, and high advertising expenditure by players, the Indian oral care market has shown stupendous growth. According to our latest research report, tooth paste and tooth powders hold the majority share of the market, and this is expected to remain the major sub-segment in future. It is estimated that the Indian oral care market will register a strong CAGR of around 14% during 2011-2015.

As per the report, "Indian Oral Care Market Forecast to 2015", there exists an immense potential for tooth brush market in rural areas. During our study, we also observed that dental health camps and free dental checkups have raised awareness about dental infections and diseases, especially in sub-urban and rural parts. The Indian Oral Care market is derived by analyzing and studying its sub-segments including: tooth paste, tooth powder, tooth brush, and mouth wash. Besides, our extensive study also discusses why the markets for tooth paste, tooth powder, tooth brush, and mouth wash are growing in India and in which direction they are likely to move in the coming years. It also forecasts the share of oral care segments in oral care market.

With a view to presenting an objective picture of the market to clients, we also studied the profiles of key players, including Hindustan Unilever and Colgate Palmolive. The research report provides an overview of these companies' recent activities in the oral care segment. This way, our comprehensive study aims at helping clients in making sound decisions regarding investments and entry into this growing market.

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