

Indian Oral Care Market: Low Penetration Offers Growth Opportunities



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<https://marketpublishers.com>

Indian Oral Care Market: Low Penetration Offers Growth Opportunities

Date:	April 1, 2008
-------	---------------

Pages:	26
--------	----

Price:	US\$ 700.00
--------	-------------

ID:	ICDDEBB809BEN
-----	---------------

In India, oral care market offers huge potential as penetration and per capita consumption of oral care products is very low. However, rising per capita income and increasing awareness is driving demand of oral care products. Consumers have started switching to value-added toothpastes like gels, mouth washes, and teeth whitening products. In rural areas, consumers are switching from toothpowders to toothpastes. A key industry trend is the move towards natural products comprising of herbs, vitamins and minerals.

A serious challenge for the industry is the low dentist-population ratio, with just one dentist for 10,000 people in urban areas and about 0.25 million people in rural areas. There is an urgent need of more dental health practitioners with relevant qualifications and training.

Government has taken various initiatives like dental health camps to promote good oral care. Manufacturers have used advertising campaigns to promote higher consumption of toothpastes and toothbrushes.

Colgate and HUL together account for over two-thirds of the organized toothpaste market. In toothpowder market, Colgate, HUL and Dabur are the major players.

The report analyzes the oral care market in India. It also provides a brief overview of the world and US oral care market. The report also profiles the major companies, with a discussion of their key business strategies. It also analyzes the major drivers and issues in the oral care market.

Table of Content

1. INDUSTRY SNAPSHOT

Introduction

History of Oral Care

Oral Care Industry Structure

2. MARKET OVERVIEW

2.1 Worldwide Market

Market Value & Growth Rate

Market Segmentation

Market Size by Region

2.2 United States

Market Value & Growth Rate

Market Segmentation

2.3 India

Market Segmentation

Toothpaste Market

Toothpowder Market

Market Opportunities

3. GROWTH DRIVERS

- 3.1 Entry of Natural Oral Care
- 3.2 Shift from Toothpowder to Toothpaste
- 3.3 Oral Hygiene Education
- 3.4 Rising Income and Standard of Living

4. KEY ISSUES

- 4.1 Low Dentist-Population Ratio
- 4.2 Lack of Dental Auxiliaries
- 4.3 Imported Toothbrushes - Issue of Safety

5. COMPETITIVE LANDSCAPE

Market Shares in Toothpaste Segment
Market Shares in Toothpowder Segment

6. COMPANY PROFILES

- 6.1 Colgate-Palmolive
 - Overview
 - Business Strategies
 - Relationship Building with Dentist Community
 - Multifunctional Selling Teams
 - Acquisitions to Expand its Reach
 - Oral Care Awareness Campaigns
 - Presence in all Product Segments
- 6.2 Hindustan Unilever Limited
 - Overview
 - Business Strategies
 - Entry in Kids Segment
 - Expanding Franchise
 - Extensive Advertising
- 6.3 Dabur India Limited
 - Overview
 - Business Strategies
 - Distinct Taste with a Wide Range of Portfolio
 - Presence in Rural India
 - Strong Marketing and Tailor-made Distribution

LIST OF TABLES

- Worldwide Oral Care Market Value & Growth Rate (2001-11E)
- US Oral Care Market Value & Growth Rate (2001-11E)
- Twice-a-day Brushing Statistics by Country
- Average Per capita consumption of Toothpastes by Country
- Segment-wise Brands of Competitors
- Worldwide - Top Brands in Children Oral care Segment
- Global Personal Care Market Size and Growth (2001-11E)
- Manual Toothbrush Sales in US by Brand (2006)
- Power Toothbrush Sales in US by Brand (2006)

LIST OF CHARTS

Oral Care Industry Structure
Worldwide Oral Care Market by Segments (2006)
Worldwide Oral Care Market by Region (2006)
US Oral Care Market by Segments (2006)
India - Oral Care Market Segments (2006)
India - Toothpaste Market by Segments (2006)
India - Toothpowder Market by Segments (2006)
India - Toothpaste/Toothpowder - Market Share (2006)
India - Major Players - Market Share (2006)
India - Market Shares in Toothpaste Segment (2006)
India - Market Shares in Toothpowder Segment (2006)
Dabur - Oral Care Revenues by Brand (2004-07)

I would like to order:

Product name: Indian Oral Care Market: Low Penetration Offers Growth Opportunities
Product link: <https://marketpublishers.com/r/ICDDEBB809BEN.html>
Product ID: ICDDEBB809BEN
Price: US\$ 700.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/ICDDEBB809BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**