

Australia Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2026

Industry Report | 2023-02-06 | 52 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Australia Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2026

Summary

Oral Hygiene in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-21, and forecast to 2026). 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 breath fresheners (non-confectionery), dental floss, denture care, mouthwash, toothbrushes & 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 2021 exchange rates..
- The Australian Oral Hygiene market had total revenues of \$640.8m in 2021, representing a compound annual growth rate (CAGR) of 3.2% between 2016 and 2021.
- Market consumption volume increased with a CAGR of 1.4% between 2016 and 2021, to reach a total of 136.8 million units in 2021.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.9% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$704.3m by the end of 2026.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the oral hygiene market in Australia

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the oral hygiene market in Australia
- 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 Australia oral hygiene market with five year forecasts

Reasons to Buy

- What was the size of the Australia oral hygiene market by value in 2021?
- What will be the size of the Australia oral hygiene market in 2026?
- What factors are affecting the strength of competition in the Australia oral hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Australia's oral hygiene market?

Table of Contents:

Table of 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.1. Market share
- 7.2. Who are the leading players in the Australian oral hygiene market??
- 7.3. Which companies have been most successful in increasing their market shares between 2016-2021?
- 7.4. Which companies market shares have suffered in the period between 2016-2021?
- 7.5. What are the most popular brands in the oral hygiene market?

8 Company Profiles

- 8.1. Colgate-Palmolive Co
- 8.2. GlaxoSmithKline Consumer Healthcare UK Ltd
- 8.3. The Procter & Gamble Co
- 8.4. 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Australia Oral Hygiene Market Summary, Competitive Analysis and Forecast to 2026

Industry Report | 2023-02-06 | 52 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com