

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

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

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Report description:

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

Summary

Oral Hygiene in Italy 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 Italian Oral Hygiene market had total revenues of \$1,386.8m in 2021, representing a compound annual growth rate (CAGR) of 1.4% between 2016 and 2021.
- Market consumption volume increased with a CAGR of 0.5% between 2016 and 2021, to reach a total of 448.8 million units in 2021.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 0.4% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$1,415.8m 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 Italy

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

Reasons to Buy

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

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