

Oral Care in India

Market Direction | 2023-07-13 | 25 pages | Euromonitor

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Report description:

With the rise of social media and the growing emphasis on beauty, individuals are increasingly striving for a bright, white smile. This trend has led to a shift in beauty standards, with whiter teeth becoming a desirable trait. As a result, consumers are seeking out toothpastes and other oral care products that can help them achieve a brighter smile. Oral care companies are recognising the significance of targeting younger consumers, who are generally more conscious about their appearance and ea...

Euromonitor International's Oral Care in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Oral Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Oral Care in India
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List Of Contents And Tables

ORAL CARE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing prevalence of whitening and brightening claims fuels growth

Dental care companies strive to improve oral hygiene amongst Indian consumers

Introduction of novel products drives the emergence of new segments

PROSPECTS AND OPPORTUNITIES

Low per capita consumption sets the stage for expansion in the coming years

Oral care brands start to move towards sustainable packaging

Although new oral care categories are emerging, toothpaste likely to remain the most popular product

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2017-2022

Table 2 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 3 Sales of Toothbrushes by Category: Value 2017-2022

Table 4 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 6 NBO Company Shares of Oral Care: % Value 2018-2022

Table 7 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 9 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 10 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 11 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 12 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 13 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN INDIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 21 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

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