Oral Care Market: BRICS Industry Analysis and Opportunity Assessment 2014 - 2020

Description: This report examines the ‘Oral Care’ market for the period 2014-2020. The primary objective of the report is to offer insights on the advancements in oral care and its increasing contribution to the overall personal care industry, which has given rise to a futuristic market: Oral Care, which is significantly transforming global businesses and enterprises. Increasing consumer awareness with regard to better oral hygiene is expected to fuel the oral care market across the globe. Furthermore, dentist recommendations for adoption of various-related products majorly in countries such as India, China and Brazil is projected to lead to a shift in consumer preference in the coming years. This is further expected to contribute significantly to the growth of the oral care market in BRICS region.

The oral care market report starts with an overview of personal care market. In addition, this section includes analyses of the key trends, drivers and restraints from the supply, demand and economy side, which are influencing the Oral Care market. Impact analysis of key growth drivers and restraints, based on the weighted average model is included in the Oral Care Market report to better equip and arm clients with crystal clear decision-making insights.

The BRICS oral care market is segmented on the basis of product type and distribution channel. On the basis of product type, the segmentation includes primary and secondary oral care products respectively. The primary oral care products comprises toothbrush and toothpaste, wherein the secondary oral care products include mouthwash, dental floss, denture care and others. The toothbrush segment is further sub-segmented into specialised, mid-tier and kids. Toothpaste sub-segmentation includes gel toothpaste and non-gel toothpaste. The mouthwash segment comprises flavoured, conventional and organic toothpaste. The sub-segments of dental floss include waxed, unwaxed, flavoured, unflavoured, thread and tape floss respectively. Furthermore, the denture care segment is broadly sub-segmented as denture care products and denture care fixtures. Denture care product are further categorised as cleanser, adhesive and paste, whereas the denture care fixtures include complete, partial and over denture fixtures respectively. A detailed analysis has been provided for every segment and sub-segment in terms of market size.

This section covers the Oral Care market performance in terms of distribution channel, since being a consumer product, traction of distribution channel is of utmost importance for market analysis. The primary focus of the following section is to analyse the adoption of oral care products primary as well as secondary across the BRICS region; the distribution channels covered under the scope of the report are convenience stores, department stores, direct selling, general merchandise retailers, hypermarkets & supermarkets, vending machines, speciality stores & pharmacies, direct selling and others.

As highlighted earlier, the Oral Care market is segmented on the basis of product type, distribution channel and countries. All these segments are included in this section to make the study more comprehensive. The subsequent sections provide detailed analysis on the product type and distribution channel of the Oral Care market report. The sections provide detailed analysis covering key trends, absolute dollar opportunity and BPS Analysis.

The next section of the report highlights Oral Care adoption by countries. It provides a market outlook for 2014-2020 and sets the forecast within the context of the Oral Care ecosystem, including the new technological developments as well as product offerings for specific products. This study discusses the key country trends contributing to growth of the Oral Care market in BRICS, as well as analyses the degree at which drivers are influencing this market in each country. Key countries assessed in this report include Brazil, India, China and South Africa.

All the above sections, by product type, by distribution channel or by countries, evaluate the present scenario and the growth prospects of the Oral Care market for the period 2014 -2020. We have considered 2013 as the base year and provide data for the trailing 12 months.

To calculate the Oral Care market size, we have considered revenue generated by the oral care manufacturers. The forecast presented here assesses the total revenue by Value across the Oral care market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis
of how the Oral Care market will develop in the future. Given the characteristics of the market, we triangulated the outcome of three different types of analyses, based on supply side, downstream industry demand and economic envelope.

In addition, it is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand the predictability of the market and to identify the right opportunities across the Oral Care market.

As previously highlighted, the Oral Care market is split into a number of segments, sub-segments and categories. All the Oral Care segments in terms of product type, distribution channel and countries are analysed in terms of Basis Point Share to understand individual segment's relative contributions to market growth. This detailed level of information is important for the identification of various key trends of the Oral Care market.

Also, another key feature of this report is the analysis of all key segments and sub-segments in terms of absolute dollar. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective in the Oral Care market.

Furthermore, to understand key growth segments in terms of growth & adoption of oral care products along with preferred distribution channel across the BRICS region in the near future, Future Market Insights developed the Oral Care Market Attractiveness Index. The resulting index should help providers identify real market opportunities.

In the final section of the report, Oral Care Competitive landscape is included to provide report audiences with a Dashboard view, based on categories of provider in the value chain, presence in Oral Care product portfolio and key differentiators. Key categories of providers covered in the report are Oral Care product manufacturers. This section is primarily designed to provide clients with an objective & detailed comparative assessment of key providers specific to a market segment in the Oral Care value chain and the potential players for the same. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in oral care market space. Detailed profiles of the providers are also included in the scope of the report to evaluate their long-term and short-term strategies, key offerings and recent developments in the Oral Care space. Key competitors covered are Colgate-Palmolive Company, Procter & Gamble Co., Unilever Group, Koninklijke Philips N.V., Johnson & Johnson Limited, GlaxoSmithKline Plc., Amway and Dabur.

Contents:
1. BRICS Oral Care Market - Executive Summary
2. Oral Care Market Taxonomy
3. Global Personal Care Market: Overview
   3.1. Global Personal Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Bn)
   3.2. Global Personal Care Market Value Share by Categories, 2014 & 2020 (%)
   3.3. Global Personal Care Market: Key Trends
4. Global Oral Care Market: Overview
   4.1. Global Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
5. Economic Drivers: BRICS Oral Care Market
6. Supply Side Drivers: BRICS Oral Care Market
7. Demand Side Drivers: BRICS Oral Care Market
8. Restraints: BRICS Oral Care Market
9. Impact Analysis: BRICS Oral Care Market
   9.1. Economic Drivers - Impact Analysis of BRICS Oral Care Market
   9.2. Supply Side Drivers - Impact Analysis of BRICS Oral Care Market
   9.3. Overall Restraints- Impact Analysis of BRICS Oral Care Market
10. BRICS Oral Care Market: Overview
10.1. BRICS Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
10.2. BRICS Oral Care Market Value Share by Categories, 2014 & 2020 (%)
10.3. BRICS Oral Care Market- by Categories: Key Drivers & Developments

11. BRICS Toothbrush Market: Overview
11.1. BRICS Toothbrush Market Value Forecast, Y-oY growth, 2014-2020 ($ Mn)
11.2. BRICS Toothbrush Market Value Share by Categories, 2014 & 2020 (%)
11.3. BRICS Toothbrush Market: Key Drivers & Developments

12. BRICS Toothpaste Market: Overview
12.1. BRICS Toothpaste Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
12.2. BRICS Toothpaste Market Value Share by Categories, 2014 & 2020 (%)
12.3. BRICS Toothpaste Market: Key Drivers & Developments

13. BRICS Mouthrinse Market: Overview
13.1. BRICS Mouthrinse Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
13.2. BRICS Mouthrinse Market Value Share by Categories, 2014 & 2020 (%)
13.3. BRICS Mouthrinse Market: Key Drivers & Developments

14. BRICS Dental Floss Market by Segments
14.1. BRICS Dental Floss Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
14.2. BRICS Dental Floss Market Value Share by Categories, 2014 & 2020 (%)
14.3. BRICS Dental Floss Market: Key Drivers & Developments

15. BRICS Denture Care Market: Overview
15.1. BRICS Denture Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
15.2. BRICS Denture Care Market Value Share by Product Categories, 2014 & 2020 (%)
15.3. BRICS Denture Care Market Value Share by Fixtures Categories, 2014 & 2020 (%)
15.4. BRICS Denture Care Products Market Value Share by Categories: Key Drivers & Developments
15.5. BRICS Denture Care Fixtures Market by Categories: Key Drivers & Developments

16. BRICS Others Market: Overview
16.1. BRICS Others Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
16.2. BRICS Others Market by Product Categories: Key Drivers & Developments

17. Relative Market Attractiveness for BRICS Oral Care Market: by Products
18. BRICS Oral Care Market Distribution Channel Analysis: Overview
18.1. BRICS Oral Care Market Value Share of Distribution Channel: by Type (%)
18.2. BRICS Oral Care Market Value Share of Distribution Channel: by Countries (%)

19. BRICS Oral Care Market: by Countries
19.1. BRICS Oral Care Market Value Share by Countries, 2013-2020
19.2. Relative Market Attractiveness of BRICS Oral care Market: by Countries

20. Brazil Oral Care Market: Overview
20.1. Brazil Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
20.2. Brazil Oral Care Market Value Share by Product Categories, 2014 & 2020 (%)
20.3. Brazil Oral Care Market Distribution Channel, 2014
20.4. Brazil Oral Care Market: Drivers Impact Analysis

21. Russia Oral Care Market: Overview
21.1. Russia Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
21.2. Russia Oral Care Market by Product Categories, 2014 & 2020 (%)
21.3. Russia Oral Care Market Distribution Channel, 2014
21.4. Russia Oral Care Market: Drivers Impact Analysis

22. India Oral Care Market: Overview
22.1. India Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
22.2. India Oral Care Market-by Product Categories, 2014 & 2020 (%)
22.3. India Oral Care Market Distribution Channel, 2014
22.4. India Oral Care Market: Drivers Impact Analysis
23. China Oral Care Market: Overview
   23.1. China Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
   23.2. China Oral Care Market-by Product Categories, 2014 & 2020 (%)
   23.3. China Oral Care Market Distribution Channel, 2014
   23.4. China Oral Care Market: Drivers Impact Analysis

24. South Africa Oral Care Market: Overview
   24.1. South Africa Oral Care Market Value Forecast, Y-oY growth, 2013-2020 ($ Mn)
   24.2. South Africa Oral Care Market by Categories, 2014 & 2020 (%)
   24.3. South Africa Oral Care Market Distribution Channel, 2014
   24.4. South Africa Oral Care Market: Drivers Impact Analysis

25. BRICS Oral Care Market - Competitive Landscape
   25.1. BRICS Oral Care Market Competitive Landscape: Overall Scenario
   25.2. Colgate-Palmolive Company
   25.3. Procter & Gamble Group
   25.4. Unilever Group
   25.5. Koninklijke Philips N.V.
   25.6. Johnson & Johnson Limited
   25.7. GlaxoSmithKline Plc.
   25.8. Amway
   25.9. Dabur
   25.10. BRICS Oral Care Market: % Value Share- 2014 & 2020

Ordering:
   Order Online - http://www.researchandmarkets.com/reports/3260161/
   Order by Fax - using the form below
   Order by Post - print the order form below and send to
      Research and Markets,
      Guinness Centre,
      Taylors Lane,
      Dublin 8,
      Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** Oral Care Market: BRICS Industry Analysis and Opportunity Assessment 2014 - 2020
- **Web Address:** http://www.researchandmarkets.com/reports/3260161/
- **Office Code:** SCH39W39

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Type</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>□</td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>□</td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>□</td>
<td>USD 7000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:** [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
- **First Name:** __________________________  **Last Name:** __________________________
- **Email Address:** *________________________*
- **Job Title:** __________________________
- **Organisation:** __________________________
- **Address:** __________________________
- **City:** __________________________
- **Postal / Zip Code:** __________________________
- **Country:** __________________________
- **Phone Number:** __________________________
- **Fax Number:** __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
</tbody>
</table>
| Bank Address   | Ulster Bank,
                 | 27-35 Main Street,
                 | Blackrock,
                 | Co. Dublin,
                 | Ireland. |

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World