India Oral Care Products Market By Product Type (Toothbrush, Toothpaste, Tooth Powder, Mouthwash and Others), Competition Forecast and Opportunities, 2011-2021

Description: With growing concerns regarding oral hygiene among Indian citizens, the country's oral care products market has been registering healthy growth rate over last decade. An increasing number of companies are launching various new and innovative products to address demand emanating from a broad cross-section of consumers.

Increasing penetration of oral care products in rural areas is anticipated to positively influence the market in India over the next five years.

Moreover, a growing number of oral care product manufacturers are shelling out more on marketing activities for increasing their brand promotion and visibility across various parts of the country. Factors like growing urbanization, increasing disposable income and strong demand from urban and semi-urban areas of the country is attracting leading global players, thereby further contributing to the growth of India oral care products market.

According to “India Oral Care Products Market By Product Type, Competition Forecast and Opportunities, 2011 - 2021”, the oral care products market in India is projected to grow at a CAGR of over 6% during 2016 - 2021.

On the basis of product type, the market has been segmented into five categories, which include toothpaste, toothbrush, mouthwash, tooth powder and other oral care products.

Among these categories, toothpaste segment dominated the country's oral care products market in 2015, and the segment is anticipated to maintain its dominance over the next five years as well. Few of the leading players operating in the India oral care products market include Colgate-Palmolive (India) Ltd., Hindustan Unilever Limited, Dabur India Limited and Patanjali Ayurved.

“India Oral Care Products Market By Product Type, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects related to oral care products market in India:

- India Oral Care Products Market Size, Share & Forecast
- Segmental Analysis - By Product Type (Toothbrush, Toothpaste, Tooth Powder, Mouthwash & Others)
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of the India oral care products market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, oral care product manufactures and other stakeholders align their market-centric strategies
- To obtain research-based business decisions and add weight to presentation and marketing material
- To gain competitive knowledge of leading market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with oral care companies, manufacturers, suppliers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.
16. Competitive Landscape
16.1. Competitive Benchmarking
16.2. Company Profiles
16.2.1. Colgate-Palmolive (India) Ltd
16.2.2. Hindustan Unilever Limited
16.2.3. Dabur India Limited
16.2.4. Procter and Gamble India
16.2.5. Amway India Enterprises Pvt Ltd
16.2.6. GlaxoSmithKline Consumer Healthcare Ltd
16.2.7. Johnson & Johnson (India) Ltd
16.2.8. Patanjali Ayurved Ltd
16.2.9. The Himalaya Drug Company
16.2.10. Vicco Laboratories

17. Strategic Recommendations

List of Figures

Figure 1: India Oral Care Products Market Size, By Value (USD Million), 2011-2021F
Figure 2: India Oral Care Products Market Share, By Product Type, By Value, 2011-2021F
Figure 3: India Oral Care Products Market Share, By Region, By Value, 2015 & 2021F
Figure 4: India Oral Care Products Market Share, By Region, By Value, 2011-2021F
Figure 5: India Oral Care Products Market Share, By Company, By Value, 2015-2021F
Figure 6: India Oral Care Products Market Attractiveness Index, By Region, By Value, 2015-2021F
Figure 7: India Oral Care Products Market Attractiveness Index, By Product Type, By Value, 2015-2021F
Figure 8: India Toothbrush Market Size, By Value (USD Million), By Volume (Million Units) 2011-2021F
Figure 9: India Toothbrush Market Share, By Company, By Value, 2015
Figure 10: India Toothbrush Market Share, By Company, By Value, 2021F
Figure 11: India Toothpaste Market Size, By Value (USD Million), By Volume (Million Kgs) 2011-2021F
Figure 12: India Toothpaste Market Share, By Company, By Value, 2015
Figure 13: India Toothpaste Market Share, By Company, By Value, 2021F
Figure 14: India Tooth Powder Market Size, By Value (USD Million), By Volume (Million Kgs) 2011-2021F
Figure 15: India Tooth Powder Market Share, By Company, By Value, 2015
Figure 16: India Tooth Powder Market Share, By Company, By Value, 2021F
Figure 17: India Mouthwash Market Size, By Value (USD Million), By Volume (Million Litres) 2011-2021F
Figure 18: India Mouthwash Market Share, By Company, By Value, 2015
Figure 19: India Mouthwash Market Share, By Company, By Value, 2021F
Figure 20: India Other Oral Care Products Market Size, By Value, 2011-2021F (USD Million)
Figure 21: India Per Capita Income, 2012-2015 (USD)
Figure 22: India Urban Population Share (as a Percentage of the Total Population), 2011-2015
Figure 23: India Toothbrush Exports, By Value (USD Million), By Volume (Million Units), 2010-11 to 2015-16
Figure 24: India Toothbrush Exports to Top Five Countries, By Value (USD Million), By Volume (Million Units), 2014-15
Figure 25: India Toothbrush Imports, By Value (USD Million), By Volume (Million Units), 2010-11 to 2015-16
Figure 26: India Toothbrush Imports from Top Five Countries, By Value (USD Million), 2014-15
Figure 27: India Toothbrush Imports from Top Five Countries, By Volume (Million Units), 2014-15
Figure 28: India Tooth Powder Exports, By Value (USD Million), By Volume (Million Kilograms), 2010-11 to 2015-16
Figure 29: India Tooth Powder Exports to Top Five Countries, By Value (USD Million), By Volume (Million Kilograms), 2014-15
Figure 30: India Tooth Powder Imports, By Value (USD Million), By Volume (Million Kilograms), 2010-11 to 2015-16
Figure 31: India Tooth Powder Imports to Top Five Countries, By Value (USD Million), By Volume (Million Kilograms), 2014-15
Figure 32: India Toothpaste Exports, By Value (USD Million), By Volume (Million Kilograms), 2010-11 to 2015-16
Figure 33: India Toothpaste Exports to Top Five Countries, By Value (USD Million), By Volume (Million Kilograms), 2014-15
Figure 34: India Tooth Paste Imports, By Value (USD Million), By Volume (Million Kilograms), 2010-11 to 2015-16
Figure 35: India Toothpaste Imports from Top Five Countries, By Value (USD Million), By Volume (Million Kilograms), 2014-15
List of Tables

Table 1: Per Capita Toothpaste Consumption in Different Countries
Table 2: India Oral Care Product Type HS Code, Basic Duty, Countervailing Duties

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3675856/](http://www.researchandmarkets.com/reports/3675856/)

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: India Oral Care Products Market By Product Type (Toothbrush, Toothpaste, Tooth Powder, Mouthwash and Others), Competition Forecast and Opportunities, 2011-2021
Web Address: http://www.researchandmarkets.com/reports/3675856/
Office Code: SCISXHOC

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>□ USD 2500</td>
</tr>
<tr>
<td>CD-ROM</td>
<td>□ USD 3000 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Hard Copy</td>
<td>□ USD 3500 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>□ USD 5000</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

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:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
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