

India Toothbrush Market is Expected to Reach INR 26 billion by FY'2020: Ken Research

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New Delhi, The leading players in India toothbrush market including Colgate Palmolive, P&G, GSK, HUL and others are expected to maintain focus on aggressive promotion through advertising campaigns as well as spreading awareness through campaigns and health-check ups. Ken Research announced its latest publication on "India Toothbrush Market Outlook to FY'2020" which provides a comprehensive analysis of the toothbrush sold online in India. The report covers various aspects such as market size of India Toothbrush market, segmentation on the basis of product categories, local and imported product sales, adult and kid's toothbrush along with import volume, value and destination involved. This report also offers historical as well as expected trends and drivers in industry and SWOT analysis. The report also covers the competitive landscape of the industry, in which the information related to the players operating in this industry has been comprehensively presented. This has been complemented with the major investment deals that have been finalized in the industry. It also includes information on the major macroeconomic indicators affecting the market. Moreover, the report also offers information regarding the value chain and business models operating in the market. Customer preferences and buying decision parameters have also been examined and recommendations have been provided for the launch of any new entrant's toothbrush in India. The report is useful for e-commerce and hyperlocal players, wholesalers and distributors of toothbrush as well as importers of toothbrush. Growing awareness based upon the benefits of brushing teeth twice a day has been an important factor behind the incredible growth of the toothbrush market in India. Expansion of modern trade and emergence of e-commerce has also benefitted the market immensely. Intense competition and convincing advertisement and promotional strategies adopted by players have enabled the increased adoption of toothbrush across the rural and semi-urban areas. Overall, the toothbrush market revenues have grown at a CAGR of ~% from FY'2010 - FY'2015. According to the research report, the India toothbrush Market will grow at a considerable CAGR rate thus exceeding INR 26 billion by FY'2020 due to development of premium category products, rising advertisement and promotional efforts by FMCG companies to make consumers aware particularly in rural areas along with the rising awareness levels leading to higher replacement rate of toothbrush. "Manual toothbrushes are anticipated to maintain their dominance in the toothbrush market due to their easy availability at low prices in comparison to power toothbrushes. Thus, swift growth of manual toothbrushes is likely to overpower the growth of power toothbrush in the country over the next five years", according to the Research Analyst, Ken Research.

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