

Mouthwash Market in Brazil to 2014 (Oral Hygiene)

Description: Introduction

Mouthwash Market in Brazil to 2014 (Oral Hygiene) is a comprehensive resource for market and segment level data including value and volume from 2004 to 2014, and market/company shares for 2008-09. This report also provides data on expenditure and consumption as well as key distribution channels, and reveals the leading companies in the Brazilian mouthwash market.

Features and Benefits

- Identify key market segments by analyzing market size data (value & volume) for categories
- Design business strategies by gaining insight into quantitative market trends over 2004-09 and expectations for 2010-14
- Identify key companies in the mouthwash market in Brazil and design M&A strategies by analyzing market share data
- Predict how consumer preferences will change in the future by analysis of expenditure and consumption information from 2004 to 2014

Highlights

- The mouthwash market in Brazil increased at a compound annual growth rate of 7% between 2004 and 2009.
- The standard mouthwash category led the mouthwash market in Brazil in 2009, with a share of 65.2%.
- Leading player in mouthwash market in Brazil is Colgate-Palmolive Company.

Key questions answered

- Which will be the fastest growing segment within the mouthwash market in Brazil?
- How will the forecast growth differ from the historic growth exhibited by the mouthwash market in Brazil?
- Which company accounted for the largest share of the Brazilian mouthwash market in 2009?
- How will consumption and expenditure patterns change from 2004 to 2014?

Contents:

Chapter 1

Chapter 2 Executive Summary
Summary category level: mouthwash

Chapter 3 Definition

Chapter 4 Category Analysis: Mouthwash
Value analysis (Brazilian Real), 2004-09
Value analysis (Brazilian Real), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

Chapter 5 Macroeconomic Profile
Macroeconomic Indicators

Chapter 6 Research Methodology
Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

LIST OF FIGURES

Figure 1: Mouthwash, Brazil, value by segment (BRLm), 2004-14
Figure 2: Mouthwash, Brazil, category growth comparison, by value, 2004-14
Figure 3: Mouthwash, Brazil, volume by segment (units, million), 2004-14
Figure 4: Mouthwash, Brazil, category growth comparison, by volume, 2004-14
Figure 5: Mouthwash, Brazil, company share by value (%), 2008-09
Figure 6: Mouthwash, Brazil, distribution channels by value (%), 2008-09
Figure 7: Annual data review process

LIST OF TABLES

Table 1: Mouthwash category definitions
Table 2: Mouthwash distribution channels
Table 3: Mouthwash, Brazil, value by segment (BRLm), 2004-09
Table 4: Mouthwash, Brazil, value forecast by segment (BRLm), 2009-14
Table 5: Mouthwash, Brazil, value by segment (\$m), 2004-09
Table 6: Mouthwash, Brazil, value forecast by segment (\$m), 2009-14
Table 7: Mouthwash, Brazil, volume by segment (units, million), 2004-09
Table 8: Mouthwash, Brazil, volume forecast by segment (units, million), 2009-14
Table 9: Mouthwash, Brazil, brand share by value (%), 2008-09
Table 10: Mouthwash, Brazil, value by brand (BRLm), 2008-09
Table 11: Mouthwash, Brazil, company share by value (%), 2008-09
Table 12: Mouthwash, Brazil, value by company (BRLm), 2008-09
Table 13: Mouthwash, Brazil, distribution channels by value (%), 2008-09
Table 14: Mouthwash, Brazil, value by distribution channel (BRLm), 2008-09
Table 15: Mouthwash, Brazil, expenditure per capita (BRL), 2004-09
Table 16: Mouthwash, Brazil, forecast expenditure per capita (BRL), 2009-14
Table 17: Mouthwash, Brazil, expenditure per capita (\$), 2004-09
Table 18: Mouthwash, Brazil, forecast expenditure per capita (\$), 2009-14
Table 19: Mouthwash, Brazil, consumption per capita (units), 2004-09
Table 20: Mouthwash, Brazil, forecast consumption per capita (units), 2009-14
Table 21: Brazil population, by age group, 2004-09 (millions)
Table 22: Brazil population forecast, by age group, 2009-14 (millions)
Table 23: Brazil population, by gender, 2004-09 (millions)
Table 24: Brazil population forecast, by gender, 2009-14 (millions)
Table 25: Brazil nominal GDP, 2004-09 (BRLbn, nominal prices)
Table 26: Brazil nominal GDP forecast, 2009-14 (BRLbn, nominal prices)
Table 27: Brazil real GDP, 2004-09 (BRLbn, 2000 prices)
Table 28: Brazil real GDP forecast, 2009-14 (BRLbn, 2000 prices)
Table 29: Brazil real GDP, 2004-09 (\$bn, 2000 prices)
Table 30: Brazil real GDP forecast, 2009-14 (\$bn, 2000 prices)
Table 31: Brazil consumer price index, 2004-09 (2000=100)
Table 32: Brazil consumer price index, 2009-14 (2000=100)

Ordering: Order Online - <http://www.researchandmarkets.com/reports/1797412/>

Order by Fax - using the form below

Order by Post - print the order form below and send to

RESEARCHANDMARKETS

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: Mouthwash Market in Brazil to 2014 (Oral Hygiene)
Web Address: <http://www.researchandmarkets.com/reports/1797412/>
Office Code: OC8DIPJTNONURZ

Product Formats

Please select the product formats and quantity you require:

	Quantity	
Electronic (PDF) - Single User:	<input type="checkbox"/>	EUR 260
Hard Copy:	<input type="checkbox"/>	EUR 334 + EUR 50.0000 Shipping/Handling
Electronic (PDF) - Enterprisewide:	<input type="checkbox"/>	EUR 650

* 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:
 - American Express
 - Diners Club
 - Master Card
 - Visa

Cardholder's Name _____

Cardholder's Signature _____

Expiry Date _____ | _____

Card Number _____

CVV Number _____

Issue Date _____ | _____

(for Diners Club only)

- 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