



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY OF INDIAN ORAL CARE INDUSTRY: AN ANALYTICAL OVERVIEW**

**KEY WORDS:** Indian Oral Care Industry, Industry Analysis, Market Indicators, Market Size, Market Segmentation, Sales Forecast.

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**ABSTRACT**

Indian oral care industry is a huge industry saturated with lots of local as well as international brands offering variety of products such as toothbrush, toothpaste, tooth whitener, mouth wash/dental rinse, dental floss, mouth freshener, denture fixative, denture care, and denture cleanser. This paper offers an analysis of oral care industry in India by studying various market indicators such as market value/size, market segmentation, company-wise market share, brand-wise market share, market distribution, and sales forecast.

**1. INTRODUCTION**

It is a well-known fact that Indian economy is one of the fastest growing economies of the world. All the credit goes to favorable demographic factors, contribution of economic reforms in government policies in creating ease of doing business and entrepreneurs wanting to invest in Indian market to get a piece of cake. But it is not an easy play for businessmen given the social and cultural factors playing a major role in consumer decision making. Thus, before investing in any industry of India, one must study the trend and pattern of Indian consumer behavior as India is ethnically and communally a diverse nation. A bird's eye view of industry data such market value/size, market segmentation, company-wise market share, brand-wise market share, market distribution, and sales forecast provides a sound base for any investor or economist who wants to study a particular segment of economy.

This paper explores the oral care Industry of India as products like toothpaste and toothbrush are part of 'basic needs' of entire Indian Households. From Kashmir to Kanya-Kumari and from Kutch to Kolkata, every individual uses oral care products in India.

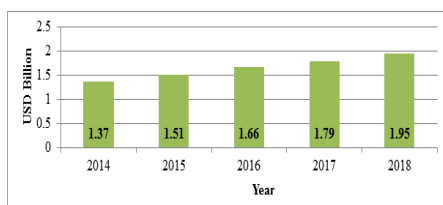
**2. MARKET VALUE/SIZE OF INDIAN ORAL CARE INDUSTRY**

**Table 1: Indian Oral Care Products Market Value/Size**

Year	Indian Market Size (Retail Value in USD Billion)	% Growth (Year-On-Year)
2013	1.17	-
2014	1.37	17
2015	1.51	10.2
2016	1.66	9.9
2017	1.79	7.8
2018	1.95	8.9
CAGR 2014-2018 = 4.5%		

Source: Euromonitor International

**Chart 1: Indian Oral Care Products Market Value/Size**



Source: Euromonitor International

The CAGR of Indian oral care industry for 2014-2018 has been 4.5% as shown in the table 1. The chart data helps in concluding that there has been a steady growth of oral care industry in India as the industry value reached \$1.95 billion in 2018 from \$1.37 billion in just 5 years.

**3. MARKET SEGMENTATION OF INDIAN ORAL CARE INDUSTRY**

**Table 2: Indian Oral Care Products Market Segmentation: Market Share by Value, 2018**

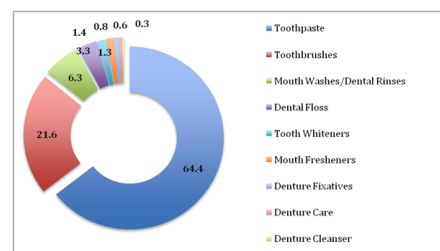
Rank	Category	Market Value (USD Million)	Market Share (In %)
1	Toothpaste	1256	64.4
2	Toothbrushes	421	21.6
3	Mouth Washes/Dental Rinses	123	6.3
4	Dental Floss	64	3.3
5	Tooth Whiteners	27	1.4
6	Mouth Fresheners	25	1.3
7	Denture Fixatives	16	0.8
8	Denture Care	12	0.6
9	Denture Cleanser	6	0.3
Total		1950	100

Source: Euromonitor International

Source: Euromonitor International

Table 2 reveals that oral care segment is strongly dominated by the toothpaste. As a product category, toothpaste is contributing 64.4% (\$1.25 billion) in the total market value/size of oral care industry in India.

**Chart 2: Indian Oral Care Products Market Segmentation: Market Share by Value, 2018**



Source: Euromonitor International

It is quite interesting to observe that Indian are not using much of the modern oral care products such as majority of the contributions are coming from only two product categories

namely, toothpaste and toothbrush. These two categories jointly contributes whooping 86% in total oral care industry market value/size.

**4. COMPANY WISE MARKET SHARE OF INDIAN ORAL CARE INDUSTRY**

The comparison shown in table 3 suggests that Colgate-Palmolive Co. is the single biggest contributor in the market value/size of Indian oral care industry as it contributes \$780 million (40%) of the total industry size. Second biggest oral care company in India is Unilever group having contribution of \$306 million (15.7%) in total market value/size. Anchor Health & Beauty Care Pvt. Ltd. is having the least contribution of only \$2 million (0.1%).

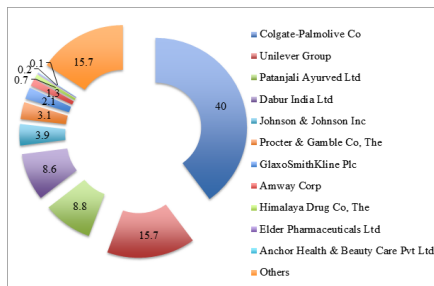
**Table 3: Indian Oral Care Products Company Wise Market Share – 2018**

Rank	Company	Market Value (USD Million)	Market Share (In %)
1	Colgate-Palmolive Co	780	40
2	Unilever Group	306	15.7
3	Patanjali Ayurved Ltd	172	8.8
4	Dabur India Ltd	168	8.6
5	Johnson & Johnson Inc	76	3.9
6	Procter & Gamble Co, The	59	3
7	GlaxoSmithKline Plc	39	2
8	Amway Corp	25	1.3
9	Himalaya Drug Co, The	14	0.7
10	Elder Pharmaceuticals Ltd	4	0.2
11	Anchor Health & Beauty Care Pvt Ltd	2	0.1
Others		306	15.7
Total		1950	100

Source: Euromonitor International

Source: Euromonitor International

**Chart 3: Indian Oral Care Products Company Wise Market Share – 2018**



Source: Euromonitor International

It is quite interesting to see in chart-3 that though being second largest company in Indian oral care industry after Colgate-Palmolive Co., Unilever Group is not even making half of the contribution made by Colgate-Palmolive.

**5. BRAND WISE MARKET SHARE OF INDIAN ORAL CARE INDUSTRY**

Rank	Brand Name	Company Name	Market Value (USD Millions)	Market Share (In %)
1	Colgate	Colgate-Palmolive Co	546	28
2	Close-Up	Unilever Group	181	9.3
3	Patanjali Dant Kanti	Patanjali Ayurved Ltd	162	8.3

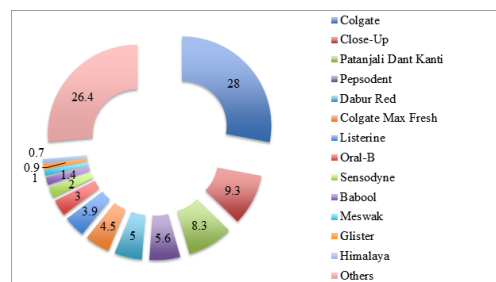
4	Pepsodent	Unilever Group	109	5.6
5	Dabur Red	Dabur India Ltd	98	5
6	Colgate Max Fresh	Colgate-Palmolive Co	88	4.5
7	Listerine	Johnson & Johnson Inc	76	3.9
8	Oral-B	Procter & Gamble Co	59	3
10	Sensodyne	GlaxoSmithKline Plc	39	2
11	Babool	Dabur India	27	1.4
12	Meswak	Dabur India Ltd	20	1
13	Glister	Amway Corp	18	0.9
14	Himalaya	Himalaya Drug Co	14	0.7
15	Close-Up Diamond Attraction	Unilever Group	14	0.7
16	Babool Neem	Dabur India Ltd	14	0.7
17	Colgat Plax	Colgate-Palmolive Co	12	0.6
18	Patanjali Divya Dant Manjan	Patanjali Ayurved Ltd	10	0.5
Other			466	23.9
Total			1950	100

Source: Euromonitor International

Table 4 gives an idea about the overall contribution in market value/size of Indian oral care industry from the viewpoint of brands. Undoubtedly, brand Colgate from Colgate-Palmolive Co. is the single biggest contributor in market value/size of Indian oral care industry by contributing \$546 million (28%) of total market value/size. Brand Close-Up is the second biggest contributor.

It is quite interesting to see in the below given chart-4 that though being second largest brand in Indian oral care industry after brand Colgate, brand Close-Up is only making one third of the contribution made by brand Colgate.

**Chart 4: Indian Oral Care Products Brand Wise Market Share 2018**



Source: Euromonitor International

**6. MARKET DISTRIBUTION OF INDIAN ORAL CARE INDUSTRY**

**Table 5: Indian Oral Care Products Market Distribution: Percentage Share by Value, 2018**

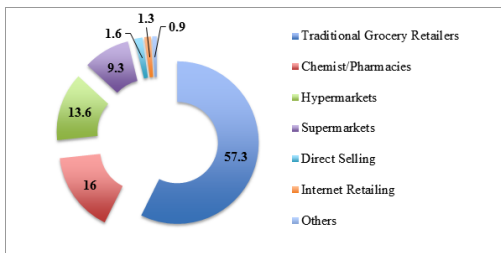
Rank	Distribution Channel	Market Value (USD Million)	% Share
1	Traditional Grocery Retailers	1117	57.3
2	Chemist/Pharmacies	312	16
3	Hypermarkets	265	13.6
4	Supermarkets	181	9.3
5	Direct Selling	31	1.6

6	Internet Retailing	25	1.3
Others	18	0.9	
	Total	1950	100

Source: Euromonitor International

Even after having the giant organized retailers been operative since ages in Indian market still majority of oral care products are sold at traditional grocery retailers. This fact is clearly supported by the numbers shown in the table 5. \$1117 million (57.3%) of oral care products are sold at traditional grocery stores. This means that Indians still like to purchase oral care products from 'kirana store' – a convenience store nearby their residence. Second most preferred place to purchase oral care products in India is chemist/pharmacies making the contribution of \$312 million (16%).

**Chart 5: Indian Oral Care Products Market Distribution: Percentage Share by Value, 2018**



Source: Euromonitor International

**7. SALES FORECASTS FOR INDIAN ORAL CARE INDUSTRY**

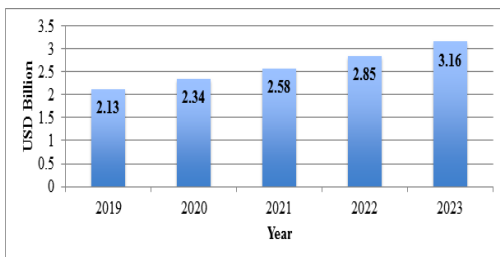
**Table 6: Indian Oral Care Products Retail Value Forecast**

Year	Retail Value (In USD Billion)	% Growth (Year-On-Year)
2019	2.13	9.4
2020	2.34	9.9
2021	2.58	10.2
2022	2.85	10.5
2023	3.16	10.8

Source: Euromonitor International

The Indian oral care products market is expected to reach at the valuation of \$2.13 billion in the year of 2019 and by maintaining the steady growth it is expected to reach at the valuation of \$2.58 billion in 2021 and \$3.16 billion by the end of the year 2023 respectively.

**Chart 6: Indian Oral Care Products Retail Value Forecast**



Source: Euromonitor International

**8. CONCLUSION**

Oral care industry in India grew by 9% from 2013 to 2018. The sales stood at \$1.11 billion for the year of 2018. Toothpaste is the largest contributing produce of the industry amounting to \$1256 million in retail sale value which 64.4% of total oral care industry value/size. Colgate-Palmolive India is an undisputed leader for the year of 2018 by securing 40% market share by

value and that is \$728 million. Colgate Toothpaste is the single largest brand of India having the market share of \$546 million which is 28% of total market value. Traditional grocery retailers are the most favored place to buy oral care products in India as they contribute \$1117 retail value in sales and that is 57.3% of total market value. As per the market forecast data, the oral care industry is expected to grow at 10% CAGR to reach at the \$3.16 billion retail value by the end of 2023.

**SUMMARY**

This paper presents ready-to-consume data related to the Indian oral care industry which would be helpful to better understand the oral care industry at large. Major findings of this paper are: First, the size/value of Indian oral care industry is \$1.95 billion for the year of 2018, and it grew at 4.5% CAGR from 2013-2018. Second, toothpaste – being the single biggest product category – contributes 64.4% (\$1.25 billion) in the total market value of Indian oral care industry. Third, Colgate-Palmolive Co. being the market leader contributes 40% (\$780 million) in the total market value of Indian oral care industry. Fourth, brand Colgate from Colgate-Palmolive Co. is the most used brand contributing \$546 million (28%) in the total market value of Indian oral care industry. Fifth, majority of Indians purchase oral care products from traditional grocery retailers as they contributes \$1117 million (57.3%) in total market value of Indian oral care industry. Sixth, the value/size of Indian oral care industry is expected to reach \$3.16 billion by 2023.

**9. REFERENCE**

1. Euromonitor International (2019). Oral Care in India. London, United Kingdom: Euromonitor International.