Production of Plastic Toothbrushes.

Oral Care Products Industry
A toothbrush is a dental instrument used for cleaning teeth, ideally in conjunction with toothpaste or mouthwash. The toothbrush consists of a plastic handle and nylon bristles attached to the head of the brush.
The India oral care market was estimated at INR ~ million in the fiscal year 2015 and has soared at a CAGR of ~% from FY'2010-FY'2015. With increasing awareness on oral problems and hygiene, people have been slowly shifting towards advanced oral health care items such as mouthwash, dental floss in order to save time involved in cleansing procedure of teeth with homemade products. The oral care market, which holds nearly ~% share in the India oral care market revenue, has reached INR ~ million in FY'2015.

Growing awareness based upon the benefits of brushing teeth twice a day has been an important factor behind the incredible growth of the industry. 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.
India’s oral hygiene market is one of the most dynamic, fastest growing and competitive sector of the FMCG industry. However, the scenario has not been the same since its evolution. Over the time, it has changed from a static to dynamic, less competitive to more competitive, traditional to more organize and advanced one.

The growth in India’s oral hygiene industry is mostly influenced by changing consumer behavior, companies’ business strategies, govt. policies and the increasing entrance of various leading international brands in the Indian market.
With rising disposable income and changing tastes and lifestyle, consumers are trading-up for expensive premium products. The mass product market has also expanded on account of increasing population with the emergence of middle class. Image consciousness and oral health awareness has led to increased demand for advance oral care products.

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.
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.

India toothbrush market holds a great potential owing to the 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. Toothbrushes are sub-categories in manual & Electric. Manual toothbrushes have huge potential in Indian oral care market. Electric toothbrush is new emerging category and has huge opportunity in urban India.
Global Oral Care Market

The global oral care market size was valued at USD 28.0 billion in 2017 and is projected to witness a 5.0% CAGR over the forecast period. Growing awareness about dental hygiene and rising prevalence of dental caries are expected to drive the market. Rising awareness among people regarding cosmetic dental treatments and aids in improving personal esthetics has also positively impacted demand for oral care products and solutions.
Global Oral Care Market Share, by Region, 2017 (%)
The toothbrush segment is expected to show lucrative growth over the forecast period due to the availability of a wide range of innovative designs, such as electric and battery-powered toothbrushes.
Disposable Toothbrush

Disposable toothbrush is usually smaller in size, cheaper, and used only once before it is discarded. Usually, it comes in pre-pasted form with the toothpaste already on the toothbrush in smaller quantities. All one need is water to activate the paste and start using it. This type of toothbrush is perfect for traveling, camping, military, airlines, and hospitality. The disposable toothbrush is also good for those who have braces. Choosing disposable toothbrush is bit complex as one needs to determine their priority like someone wants it in small size which is easy to carry or some want to use it twice without pre-pasted.
The disposable toothbrush is segmented by its type, category, distribution channel, and region. Disposable toothbrush segmented by its type as electric and manual. The electric toothbrush has rechargeable battery that needs to charge on a regular basis. Some electric toothbrush has built-in timer system that beeps when one finishes up brushing for three minutes. By category, it is segmented, for kids and for adult. The adult toothbrush comes in the form of non-slip grip and rounded bristles of polished soft nylon. Kid size toothbrush is the child size version of gentle bristles disposable. It comes in five assorted colors of translucent polystyrene, and the brush head has 25 tufts of quality nylon bristles.
The growing trend towards natural and organic products in oral care is likely to influence the disposable toothbrush market over the forecast period. Improvement in the level of hygiene is a major factor which increases the demand of a disposable toothbrush. Moreover, effective marketing campaigns by manufacturers resulted in greater awareness about disposable toothbrush among consumers. Effective retail penetration and wider promotional activities offered by producers are also expected to fuel the growth of disposable toothbrush market.

The India toothbrush market has been dominated by major multinational oral care companies such as Colgate Palmolive, P&G and GSK. Colgate-Palmolive has remained as the market leader holding its volume share of ~% in FY'2015.
Machinery Photographs

Injection Molding Machine

Hopper Dryer
Mixer

Crusher

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## Project at a Glance

### PROJECT AT A GLANCE

<table>
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<tr>
<th>Particulars</th>
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<th>Proposed</th>
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**Total** | **0.00** | **191.25** | **191.25** | **Total** | **0.00** | **191.25** | **191.25** |
# Project at a Glance

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## Project at a Glance

### BEP
- **BEP - Maximum Utilisation Year**: 5
- **Cash BEP (% of Installed Capacity)**: 52.76%
- **Total BEP (% of Installed Capacity)**: 56.27%

### IRR, PAYBACK and FACR
- **Internal Rate of Return (In %age)**: 27.07%
- **Payback Period of the Project is (In Years)**: 2 Years 4 Months
- **Fixed Assets Coverage Ratio (No. of times)**: 3.646
1. What is Toothbrush Manufacturing industry?

2. How has the Toothbrush Manufacturing industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Toothbrush Manufacturing Plant?

4. What are the requirements of Working Capital for setting up Toothbrush Manufacturing plant?
5. What is the structure of the Toothbrush Manufacturing Business and who are the key/major players?

6. What is the total project cost for setting up Toothbrush Manufacturing Business?

7. What are the operating costs for setting up Toothbrush Manufacturing plant?

8. What are the machinery and equipment requirements for setting up Toothbrush Manufacturing plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Toothbrush Manufacturing plant?

10. What are the requirements of raw material for setting up Toothbrush Manufacturing plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Toothbrush Manufacturing Business?

12. What is the Manufacturing Process of Toothbrush?
13. What is the total size of land required for setting up Toothbrush Manufacturing plant?

14. What will be the income and expenditures for Toothbrush Manufacturing Business?

15. What are the Projected Balance Sheets of Toothbrush Manufacturing plant?

16. What are the requirement of utilities and overheads for setting up Toothbrush Manufacturing plant?

17. What is the Built up Area Requirement and cost for setting up Toothbrush Manufacturing Business?
18. What are the Personnel (Manpower) Requirements for setting up Toothbrush Manufacturing Business?

19. What are Statistics of Import & Export for Toothbrush?

20. What is the time required to break-even of Toothbrush Manufacturing Business?

21. What is the Break-Even Analysis of Toothbrush Manufacturing plant?

22. What are the Project financials of Toothbrush Manufacturing Business?
23. What are the Profitability Ratios of Toothbrush Manufacturing Project?

24. What is the Sensitivity Analysis-Price/Volume of Toothbrush Manufacturing plant?

25. What are the Projected Pay-Back Period and IRR of Toothbrush Manufacturing plant?

26. What is the Process Flow Sheet Diagram of Toothbrush Manufacturing project?
27. What are the Market Opportunities for setting up Toothbrush Manufacturing plant?

28. What is the Market Study and Assessment for setting up Toothbrush Manufacturing Business?

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   1.7. INFRASTRUCTURE
   1.8. MAP
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Preference Share Capital
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Reasons for Buying our Report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product.
- This report provides vital information on the product like it’s characteristics and segmentation.
- This report helps you market and place the product correctly by identifying the target customer group of the product.
• This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials.

• The report provides a glimpse of government regulations applicable on the industry.

• The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions.
Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players.
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report.
The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Toothbrush.” provides an insight into Toothbrush market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Toothbrush project. The report assesses the market sizing and growth of the Indian Toothbrush Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:
• Good Present/Future Demand
• Export-Import Market Potential
• Raw Material & Manpower Availability
• Project Costs and Payback Period

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Toothbrush sector in India along with its business prospects. Through this report we have identified Toothbrush project as a lucrative investment avenue.
Tags

Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Production of Plastic Toothbrushes. Oral Care Products Industry

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- Good Present/Future Demand
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Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

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Who are we?

- One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services
- We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients’ in India & abroad

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We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.
We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.
What do we offer?

- Project Identification
- Detailed Project Reports/Pre-feasibility Reports
- Market Research Reports
- Business Plan
- Technology Books and Directory
- Industry Trend
- Databases on CD-ROM
- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
- Entrepreneur India (An Industrial Monthly Journal)
How are we different?

- We have two decades long experience in project consultancy and market research field
- We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers, from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision
Our Approach

1. Requirement collection
2. Thorough analysis of the project
3. Economic feasibility study of the Project
4. Market potential survey/research
5. Report Compilation
Contact us

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