

Production of Plastic Toothbrushes

Description:

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.

For more details download PDF file.

Keywords: Toothbrush, Manufacturing Process of Toothbrush, How is a Toothbrush Made?, How to Manufacture a Toothbrush, Toothbrush Manufacturing Process Pdf, Toothbrush Manufacturing Cost, Toothbrush Manufacturing, Toothbrush Manufacturing Process, Production of Toothbrushes, Toothbrushes, Toothbrush Production, Toothbrush Manufacturing, Toothbrush Manufacturing Industry, Toothbrush Production Unit, Toothbrush Manufacturing Plant, Toothbrush Making Plant, Toothbrush Manufacturing Project Report, How to Sta

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