

Production of Plastic Toothbrushes.

Oral Care Products Industry

[NPCS/1251/23383]

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Introduction

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.

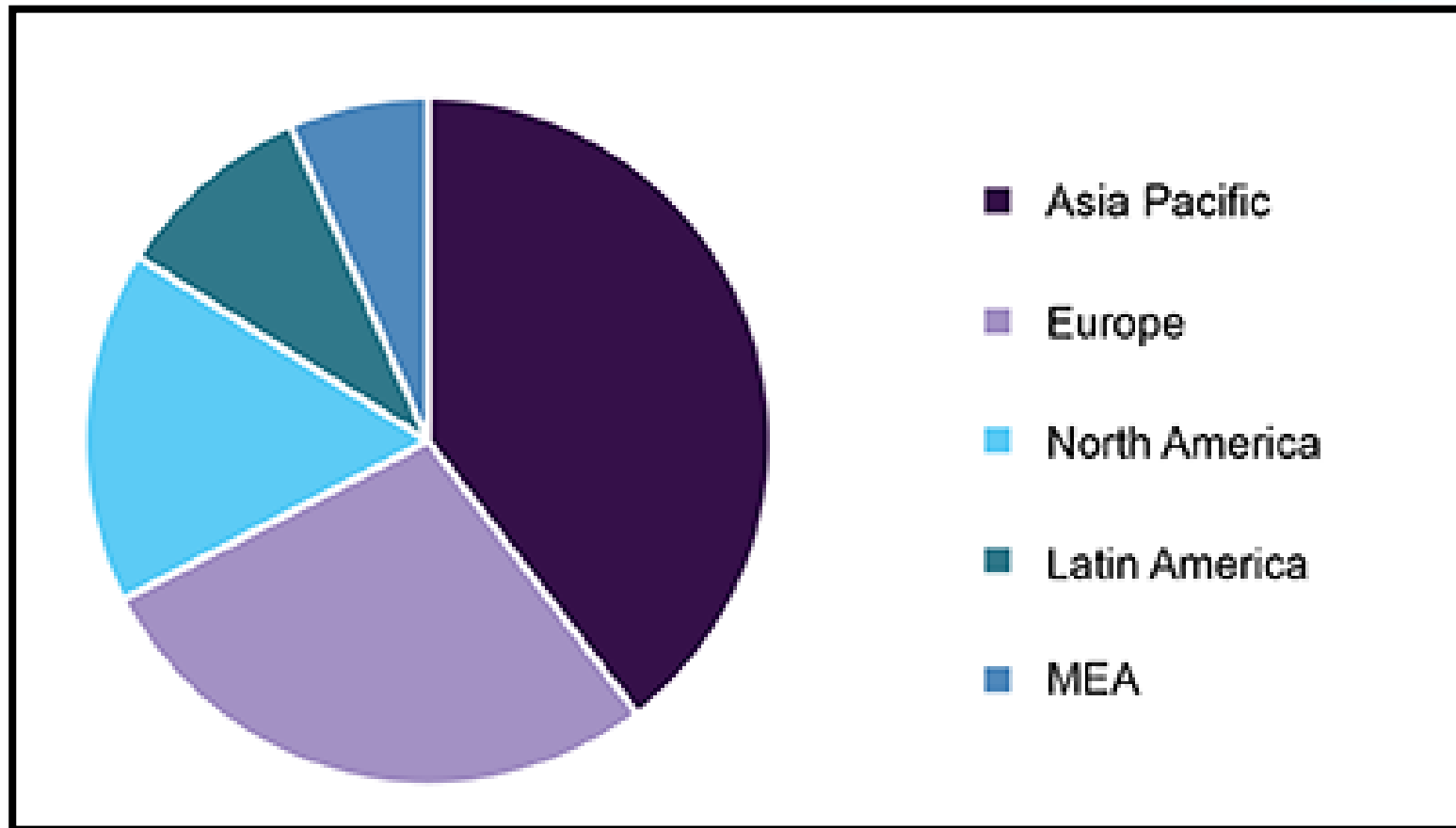
India toothbrush market holds a great potential owing to the development of premium category products, rising advertisement and promotional efforts by FMCG companies to make consumers aware particularly in rural areas along with the rising awareness levels leading to higher replacement rate of toothbrush. 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

Project at a Glance

PROJECT AT A GLANCE

(` in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	32.50	32.50	Capital	0.00	47.81	47.81
Buildings	0.00	33.60	33.60	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	74.60	74.60	Other Type Share	0.00	0.00	0.00
Motor Vehicles	0.00	4.50	4.50	Capital	0.00	0.00	0.00
Office Automation Equipments	0.00	16.00	16.00	Reserves & Surplus	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	5.00	5.00	Cash Subsidy	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Internal Cash Accruals	0.00	0.00	0.00
Preliminary & Pre-operative Exp	0.00	1.50	1.50	Long/Medium Term Borrowings	0.00	143.43	143.43
Provision for Contingencies	0.00	6.50	6.50	Unsecured Debentures / Bonds	0.00	0.00	0.00
Margin Money - Working Capital	0.00	17.05	17.05	Loans/Deposits	0.00	0.00	0.00
TOTAL	0.00	191.25	191.25	TOTAL	0.00	191.25	191.25

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share		%		No.of Times	%
1-2	5.33	9.19	15.33	24.00	0.00	100.00	5.33	0.00	5.33	1.00	0.00
2-3	8.27	11.60	23.60	18.00	0.00	100.00	8.27	0.00	8.27	1.00	0.00
3-4	11.13	14.02	34.73	12.00	0.00	100.00	11.13	0.00	11.13	1.00	0.00
4-5	13.89	16.40	48.63	6.00	0.00	100.00	13.89	0.00	13.89	1.00	0.00
5-6	16.53	18.71	65.16	0.00	0.00	100.00	16.53	0.00	16.53	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.34	1.34		1.57	1.57	2.07		33.09%	15.35%	10.98%	204.44	88.04%	1.05	1.05
2-3	1.65	1.49		0.76	0.76	1.14		37.00%	22.03%	14.59%	209.25	77.24%	1.14	1.43
3-4	2.02	1.65	2.01	0.35	0.35	0.64		39.62%	26.69%	17.19%	238.44	77.02%	1.15	1.89
4-5	2.45	1.82		0.12	0.12	0.36		41.38%	29.97%	19.07%	267.64	76.84%	1.12	2.43
5-6	2.97	2.01		0.00	0.00	0.19		42.52%	32.28%	20.42%	296.84	76.70%	1.05	4.47

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

Major Queries/Questions Answered in the Report?

- 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?

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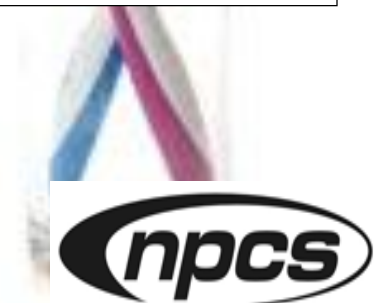
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Reasons for Buying our Report:

- **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**

Scope of 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

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 Start Toothbrush Business, Tooth Brush Manufacturing Business, Toothbrush Manufacture, Oral Care Products, Toothbrush Products, Toothbrush Factory, Project on Toothbrush Production, Toothbrush Industry, Hygiene Products, Disposable Toothbrush Industry, Oral Care Industry, Oral Hygiene/Oral Care Industry, Oral Care Products Industry, Project Report on Toothbrush Manufacturing Industry, Detailed Project Report on Toothbrush Manufacturing, Project Report on Toothbrush Manufacturing, Pre-Investment Feasibility Study on Toothbrush Manufacturing, Techno-Economic feasibility study on Toothbrush Manufacturing, Feasibility report on Toothbrush Manufacturing, Free Project Profile on Toothbrush Manufacturing, Project profile on Toothbrush Manufacturing, Download free project profile on Toothbrush Manufacturing, Healthcare and Dental Industry

Niir Project Consultancy Services (NPCS)
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Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the 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.



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The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,

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.

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 India along with its business prospects.....[Read more](#)



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- *We empower our customers with the prerequisite know-how to take sound business decisions*
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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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