

Toothpaste market in china



(Excerpt) Research and Investment Forecast Evaluation of Toothpaste Market in China, 2011-2015 Research and Investment Forecast Evaluation of Toothpaste Market in China, 2011-2015 (Excerpt) Huidian Research Publication Date: May 2012 (Excerpt) Research and Investment Forecast Evaluation of Toothpaste Market in China, 2011-2015 11. Consumer Market Analysis of China's Toothpaste Industry 11. 2 Target Consumer Group Research of Toothpaste Products 11. 2. 3 Consumer Views to Demanded Suitable Toothpaste Type Fig. 40 Demand of Suitable Toothpaste Type Types of Toothpaste Usage Number Consumer

Type of ratio Herbaceous Type 85 35% Whitening Type 109 44% Chinese Herbal Medicine Type 44 18% Other Types 8 3% Source: Huidian Research It can be seen from the table above, the most needed type of toothpaste is the whitening type. This shows that consumers pay great attention to vigorous and graceful. In today's society, image is a very important project, so teeth whitening became a hot topic gradually. It is easy to see that with the development of society, people pay more and more attention to their images. Teeth are also a part of image and tooth whitening becomes a concern issue, too.

Therefore, the whitening toothpaste has become the pursuit of consumers.

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