



INDUSTRY:

Industrials

GEOGRAPHIC REACH:

Global

PRODUCT SEGMENT:

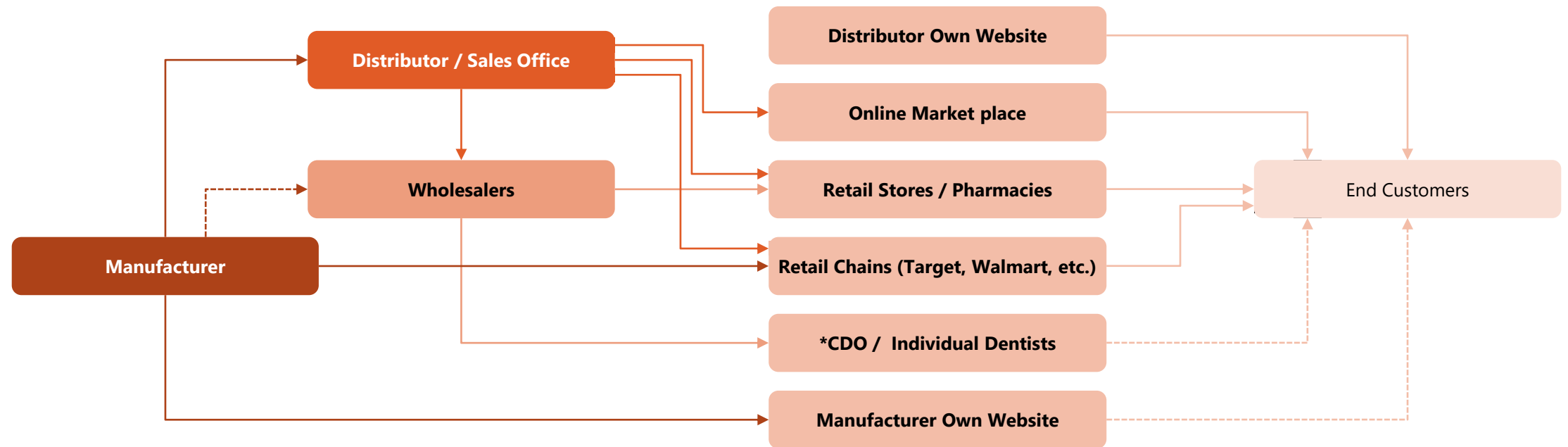
Interdental Brushes

TIMELINES:

11 to 12 weeks

PROJECT OBJECTIVE:

As part of its strategy to become a full-line supplier in dental applications and strengthen its market position, Assess the market potential for interdental brushes globally. Understand the various sales & distribution channels employed for interdental brushes and the sales and marketing strategies adopted by the market players



KEY QUESTIONS ANSWERED:

- Assess the current and future market value for interdental brushes globally
- Understand the regional differences in terms of adoption of interdental brushes and thereby the market share
- Product-wise assessment of the global interdental brushes market
- Analyse the key market characteristics including trends, drivers and restraints, and product developments
- Understand the various sales & distribution channels employed by the players in the market
- Assess the players' sales and marketing strategies and other key strategic developments in the market