

Colgate

Parent Company

Colgate-Palmolive

Category

FMCG

Sector

Personal Care - Toothpastes

Tagline/ Slogan

All Around Decay Protection

USP

Colgate is the number 1 toothpaste brand recommended by dentists

Colgate STP

Segment

Personal Care – Oral Hygiene - Toothpaste

Target Group

All households looking for oral care

Positioning

Colgate is a toothpaste with calcium and minerals to get an all round cavity protection

Product Portfolio

Products

1. Colgate Total 12 □ □ □ □ □ □ 2. Colgate Max White

3. Colgate Toothpowder □ □ □ 4. Colgate ZigZag

5. Colgate Cibaca □ □ □ □ □ □ □ □ 6. Colgate Active Salt

7. Colgate Sensitive □ □ □ □ □ □ 8. Colgate 360

9. Colgate Max Fresh □ □ □ □ □ 10. Colgate Plax

Colgate SWOT Analysis

Strengths

1. Colgate Dental Cream offers all-around cavity protection, even where a toothbrush cannot reach
2. It's great mint taste freshens breath
3. Colgate protects against root caries
4. It cleans & makes teeth whiter and repairs early decay spots
5. Colgate is an extremely popular brand and high brand awareness due to advertising
6. Sponsorship of events for dental associations have been beneficial for the brand

Weaknesses

1. High dependence of the company on a single category i.e. Oral Care
2. Immense competition in the segment means limited market share growth for Colgate

Opportunities

1. Leverage on fact that Colgate has been ranked as the most trusted brand in India
2. Focus on innovation and new product launches by deploying advanced technologies
3. Growth in emerging markets – rural and semi-urban

Threats

1. High competition from competitive brands like Pepsodent from HUL
2. Increasing commodity prices for manufacturing can affect Colgate

Competition

Competitors

1. Pepsodent

2. Oral-B

3. Close Up

4. Dabur

5. Johnson & Johnson

6. Unilever