

Europe

Market Report | 2022-12-21 | 147 pages | The Insight Partners

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Report description:

The toothpaste market in Europe is expected to grow from US\$ 6,260.18 million in 2021 to US\$ 8,210.32 million by 2028. It is estimated to grow at a CAGR of 4.0% from 2021 to 2028.

Increasing Investments in Marketing and Promotional Campaigns

The rising expenditure made on marketing and advertising by leading brands in the market such as Procter & Gamble, Colgate, and Unilever, has surged the product sales and demand. For instance, as per the data published by Colgate Palmolive in July 2020, Colgate advertisement investments were estimated to be worth USD 416 million in 2019, which is a rise of 3% from the previous year. Colgate has been riding on the higher-order calling advertising, going beyond the functional aspect of the brand. Colgate-Palmolive currently spends around 15% of its advertising budget on digital. The percentage as a proportion of its total spend in advertisement increases in some countries, particularly in markets such as the UK. In addition to this, the rising popularity of launching an advertising campaign based on special events is likely to boost the consumption rate. As a result, companies are investing massive amounts on promotional and advertising activities to attract consumers and launching and innovating new products to provide a wider variety of products to the consumers, as well as on digital advertisement and campaigns to increase and maintain their popularity.

Market Overview

Europe holds significant growth opportunities for toothpaste market players. Oral health is an important aspect of consumers' growing desire to live better lives. Increased oral health awareness, as well as a better understanding of the underlying causes of dental problems, is contributing to the growth of the toothpaste market. Many people suffer from various oral health problems. As per the Oral Health Foundation, women are more likely to suffer from sensitive teeth than men. As female hormones cause greater blood flow to the gums, which causes them to be more sensitive. There is a high demand for toothpaste addressing sensitivity, bacteria management, etc. in the region. In Europe, the mint flavor in toothpaste is dominant. With the ever-growing demand for whiter teeth, the demand for such products including whitening toothpaste is increasing in the region. The natural

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options in oral care are driving a majority of the growth in the overall category. Natural toothpaste is one of the fastest-growing segments. Shifting consumer preference for chemical-free products is driving the demand for herbal or natural toothpaste in the region. Toothpaste with natural ingredients has become more popular as consumers look for natural alternatives. Players are also offering whitening and sensitivity relief products, products for kids, etc. all without artificial flavors and ingredients.

In Europe, the oral care market has moved toward the premiumization of products. Players are now looking beyond simple cavity prevention. Players are offering products that are made premium by emphasizing extra features or overall mouth hygiene, including the gums and oral microbiome. The growing sustainability concerns, a desire for innovation, etc. are leading to the premiumization of oral care products. Players operating in the region are focusing on offering new products and bringing innovation. For instance, in February 2020, Colgate launched its Smile for Good toothpaste in Europe in a tube made with high-density polyethylene (HDPE), which is recyclable. In May 2021, Unilever's oral care brands including Signal, Pepsodent, and Closeup announced their plans to convert their entire toothpaste portfolio to recyclable tubes by 2025. Unilever's oral care brands have partnered with multiple packaging manufacturers to drive innovation. Such efforts by players for making innovative and differentiated products play an important role in the growth of the market.

Europe Toothpaste Market Revenue and Forecast to 2028 (US\$ Million)

Europe Toothpaste Market Segmentation

The Europe toothpaste market is segmented into type, end user, distribution channel, and country.

Based on type, the Europe toothpaste market is segmented into sensitivity, whitening, herbal/natural, smokers, and medicated. The whitening segment registered the largest market share in 2021. Based on end user, the Europe toothpaste market is bifurcated into adults and kids. Adults segment registered a larger market share in 2021. Based on base type, the Europe toothpaste market is bifurcated into gel-based and non-gel-based. The non-gel based segment held a larger market share in 2021.

Based on distribution channel, the Europe toothpaste market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and drug stores/pharmacies. Supermarkets and hypermarkets segment held the largest market share in 2021. Based on country, the market is segmented into France, Germany, Italy, UK, Russia, and the Rest of Europe. The Rest of Europe dominated the market share in 2021.

3M; Beverly Glen Laboratories, Inc; Colgate-Palmolive Company; GlaxoSmithKline plc.; Henkel AG & Co. KGaA; Procter & Gamble; Sunstar Suisse S.A; The Himalaya Drug Company; and Unilever are the leading companies operating in the toothpaste market in the region.

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