

**Middle East & Africa Toothpaste Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Type [Sensitivity, Whitening (Anti-Cavity and Others), Herbal/Natural, Smokers, and Medicated], End User (Adults and Kids), Base Type (Gel-Based and Non-Gel-Based), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Drug Stores/Pharmacies)**

Market Report | 2022-12-21 | 121 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The toothpaste market in Middle East & Africa is expected to grow from US\$ 2,030.49 million in 2021 to US\$ 2,694.65 million by 2028. It is estimated to grow at a CAGR of 4.1% from 2021 to 2028.

**Rising Demand for Sustainable Toothpaste**

The demand for sustainably produced products has been increasing globally in recent years. Recent studies indicate heightened consumer awareness around the concept, which, in turn, is driving the demand for sustainably sourced and manufactured products. In addition to this, manufacturers are now also looking to locally source their ingredients to reduce emissions through transportation. Moreover, sustainable products and packaging have emerged as a top priority as consumers show more interest in their environmental footprint and overall food system. A 2020 Study from Shorr Packaging found that two-thirds of shoppers who have made changes in their purchasing behaviors during the pandemic are certainly paying more attention to packaging. Also, 58% of survey respondents reported being "likely" to select products that use reusable or recyclable packaging. This is particularly true among younger consumers. Furthermore, millennials are more likely to purchase sustainable products than other generations, while Gen Z is developing as a generation that is willing to spend more on products that meet their sustainability standards. By 2025, Unilever plans to shift its complete oral care portfolio, including Pepsodent, Signal, and Close Up, to new recyclable tubes. The move means about 12,000 tons of plastic will become recyclable, enough plastic to circle the Earth 11

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times. According to recent research, there is an increasing demand for sustainable toothpaste. Over the last few years, there has been an eleven-fold upsurge in the number of monthly searches for sustainable oral care products, which is likely to create growth potential for the market. Also, the increased demand for toothpaste products, along with new product developments, is strongly complementing the market's growth.

Market Overview

With changes in living conditions, the prevalence of oral diseases continues to increase in the MEA. In the region, especially in African countries, the rising prevalence of gum diseases is creating demand for tooth care products. Oral diseases are increasingly being recognized as a major public health problem in Africa. According to the WHO Regional Office for Africa, approximately 400 million people suffered from oral diseases in 2017. The increase in the number of oral diseases has boosted the demand for oral care products including toothpaste. Moreover, the growing preference for natural toothpaste is create lucrative growth opportunities for the toothpaste market.

Middle East & Africa Toothpaste Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Toothpaste Market Segmentation

The Middle East & Africa toothpaste market is segmented into type, end user, distribution channel, and country.

Based on type, the Middle East & Africa 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 Middle East & Africa toothpaste market is bifurcated into adults and kids. Adults segment registered a larger market share in 2021. Based on base type, the Middle East & Africa 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 Middle East & Africa 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 Saudi Arabia, South Africa, UAE, and the Rest of Middle East & Africa. Rest of Middle east & Africa dominated the market share in 2021. 3M; Colgate-Palmolive Company; GlaxoSmithKline plc.; Henkel AG & COMPANY, KGAA; Procter & Gamble; The Himalaya Drug Company; and Unilever are the leading companies operating in the toothpaste market in the region.

Table of Contents:

TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Study Scope
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
- 2. Key Takeaways
- 3. Research Methodology
  - 3.1 Scope of the Study
  - 3.2 Research Methodology
    - 3.2.1 Data Collection:
    - 3.2.2 Primary Interviews:
    - 3.2.3 Hypothesis formulation:
    - 3.2.4 Macro-economic factor analysis:
    - 3.2.5 Developing base number:

- 3.2.6 Data Triangulation:
- 3.2.7 Country level data:
- 3.2.8 Limitations and Assumptions:
- 4. MEA Toothpaste Market Landscape
  - 4.1 Market Overview
  - 4.2 MEA PEST Analysis
  - 4.3 Expert Opinion
- 5. MEA Toothpaste Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 Dental Issues in Geriatric and Pediatric Population
    - 5.1.2 Increasing Investments in Marketing and Promotional Campaigns
  - 5.2 Market Restraints
    - 5.2.1 Harmful Effects of Ingredients in Toothpaste
  - 5.3 Market Opportunities
    - 5.3.1 Rising Popularity of Herbal Products
  - 5.4 Future Trends
    - 5.4.1 Sustainable Toothpaste
  - 5.5 Impact Analysis of Drivers and Restraint
- 6. Toothpaste - MEA Market Analysis
  - 6.1 Toothpaste Market - Revenue Forecasts to 2028 (US\$ Million)
- 7. MEA Toothpaste Market Analysis - By Type
  - 7.1 Overview
  - 7.2 MEA Toothpaste Market, By Type (2020 and 2028)
  - 7.3 Sensitivity
    - 7.3.1 Overview
    - 7.3.2 Sensitivity: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.4 Whitening
    - 7.4.1 Overview
    - 7.4.2 Whitening: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.4.2.1 Anti-Cavity
        - 7.4.2.1.1 Overview
        - 7.4.2.1.2 Anti-Cavity: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.4.2.2 Others:
        - 7.4.2.2.1 Overview:
        - 7.4.2.2.2 Others: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.5 Herbal/Natural
    - 7.5.1 Overview
    - 7.5.2 Herbal/Natural: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.6 Smokers
    - 7.6.1 Overview
    - 7.6.2 Smokers: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.7 Medicated
    - 7.7.1 Overview
    - 7.7.2 Medicated: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 8. MEA Toothpaste Market Analysis - By End User
  - 8.1 Overview
  - 8.2 MEA Toothpaste Market, By End User (2020 and 2028)

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- 8.3 Adults
  - 8.3.1 Overview
  - 8.3.2 Adults: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 8.4 Kids
  - 8.4.1 Overview
  - 8.4.2 Kids: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 9. MEA Toothpaste Market Analysis - By Base Type
  - 9.1 Overview
  - 9.2 MEA Toothpaste Market, By Base Type (2020 and 2028)
  - 9.3 Gel-Based
    - 9.3.1 Overview
    - 9.3.2 Gel-Based: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 9.4 Non-Gel-Based
    - 9.4.1 Overview
    - 9.4.2 Non-Gel-Based: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 10. MEA Toothpaste Market Analysis - By Distribution Channel
  - 10.1 Overview
  - 10.2 MEA Toothpaste Market, By Distribution Channel (2020 and 2028)
  - 10.3 Supermarkets and Hypermarkets
    - 10.3.1 Overview
    - 10.3.2 Supermarkets and Hypermarkets: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.4 Convenience Stores
    - 10.4.1 Overview
    - 10.4.2 Convenience Stores: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.5 Online Retail
    - 10.5.1 Overview
    - 10.5.2 Online Retail: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.6 Drug Stores/Pharmacies
    - 10.6.1 Overview
    - 10.6.2 Drug Stores/Pharmacies: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 11. MEA Toothpaste Market - Country Analysis
  - 11.1 Overview
    - 11.1.1 MEA: Toothpaste Market, by Key Country
      - 11.1.1.1 South Africa : Toothpaste Market -Revenue and Forecast to 2028 (US\$ Million)
        - 11.1.1.1.1 South Africa : Toothpaste Market, by Type
        - 11.1.1.1.2 South Africa : Toothpaste Market, by End-User
        - 11.1.1.1.3 South Africa : Toothpaste Market, by Base Type
        - 11.1.1.1.4 South Africa : Toothpaste Market, by Distribution Channel
      - 11.1.1.2 Saudi Arabia : Toothpaste Market -Revenue and Forecast to 2028 (US\$ Million)
        - 11.1.1.2.1 Saudi Arabia : Toothpaste Market, by Type
        - 11.1.1.2.2 Saudi Arabia : Toothpaste Market, by End-User
        - 11.1.1.2.3 Saudi Arabia : Toothpaste Market, by Base Type
        - 11.1.1.2.4 Saudi Arabia : Toothpaste Market, by Distribution Channel
      - 11.1.1.3 UAE : Toothpaste Market -Revenue and Forecast to 2028 (US\$ Million)
        - 11.1.1.3.1 UAE : Toothpaste Market, by Type
        - 11.1.1.3.2 UAE : Toothpaste Market, by End-User
        - 11.1.1.3.3 UAE : Toothpaste Market, by Base Type

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- 11.1.1.3.4 UAE : Toothpaste Market, by Distribution Channel
- 11.1.1.4 Rest of MEA : Toothpaste Market -Revenue and Forecast to 2028 (US\$ Million)
  - 11.1.1.4.1 Rest of MEA : Toothpaste Market, by Type
  - 11.1.1.4.2 Rest of MEA : Toothpaste Market, by End-User
  - 11.1.1.4.3 Rest of MEA : Toothpaste Market, by Base Type
  - 11.1.1.4.4 Rest of MEA : Toothpaste Market, by Distribution Channel
- 12. Industry Landscape
  - 12.1 Business Planning and Strategy
  - 12.2 Collaboration
- 13. Company Profiles
  - 13.1 3M
    - 13.1.1 Key Facts
    - 13.1.2 Business Description
    - 13.1.3 Products and Services
    - 13.1.4 Financial Overview
    - 13.1.5 SWOT Analysis
    - 13.1.6 Key Developments
  - 13.2 Colgate-Palmolive Company
    - 13.2.1 Key Facts
    - 13.2.2 Business Description
    - 13.2.3 Products and Services
    - 13.2.4 Financial Overview
    - 13.2.5 SWOT Analysis
    - 13.2.6 Key Developments
  - 13.3 Henkel AG & COMPANY, KGAA
    - 13.3.1 Key Facts
    - 13.3.2 Business Description
    - 13.3.3 Products and Services
    - 13.3.4 Financial Overview
    - 13.3.5 SWOT Analysis
    - 13.3.6 Key Developments
  - 13.4 Unilever
    - 13.4.1 Key Facts
    - 13.4.2 Business Description
    - 13.4.3 Products and Services
    - 13.4.4 Financial Overview
    - 13.4.5 SWOT Analysis
    - 13.4.6 Key Developments
  - 13.5 GlaxoSmithKline plc.
    - 13.5.1 Key Facts
    - 13.5.2 Business Description
    - 13.5.3 Products and Services
    - 13.5.4 Financial Overview
    - 13.5.5 SWOT Analysis
    - 13.5.6 Key Developments
  - 13.6 Procter & Gamble
    - 13.6.1 Key Facts

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- 13.6.2 Business Description
- 13.6.3 Products and Services
- 13.6.4 Financial Overview
- 13.6.5 SWOT Analysis
- 13.6.6 Key Developments
- 13.7 The Himalaya Drug Company
  - 13.7.1 Key Facts
  - 13.7.2 Business Description
  - 13.7.3 Products and Services
  - 13.7.4 Financial Overview
  - 13.7.5 SWOT Analysis
  - 13.7.6 Key Developments
- 14. Appendix
  - 14.1 About The Insight Partners
  - 14.2 Glossary of Terms

**Middle East & Africa Toothpaste Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Type [Sensitivity, Whitening (Anti-Cavity and Others), Herbal/Natural, Smokers, and Medicated], End User (Adults and Kids), Base Type (Gel-Based and Non-Gel-Based), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Drug Stores/Pharmacies)**

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