

North America 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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Report description:

The toothpaste market in North America is expected to grow from US\$ 6,260.18million 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.

Dental Issues in Geriatric and Paediatric Population

There is an increase in the number of children experiencing dental problems, which is expected to fuel the market growth significantly. Furthermore, the growth of the geriatric population is heightening the demand for toothpaste as this age group is extremely vulnerable to several tooth issues such as tooth decay, gum diseases, and tooth cavity. According to the US Department of Health & Human Services, around 1 of 5 (20%) children aged 5 to 11 years have at least one untreated decayed tooth. Moreover, 1 of 7 (13%) teenagers aged 13 to 19 years have at least one untreated decayed tooth. In addition to this, almost all adults (96%) aged 65 years or above have had a cavity; 1 in 5 have untreated tooth decay.

The rising consumer awareness concerning oral health backed by a large number of government initiatives can be favorable for the toothpaste market over the next few years. The improved consumption rate of sugary foods and beverages, combined with the urban lifestyles, have been a considerable growth booster in the toothpaste market. Furthermore, the size of the US herbal toothpaste market has been blooming on account of the increasing preference for specific toothpaste for certain dental diseases.

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Dental whitening has appeared as one of the major toothpaste market trends over the years, which companies are capitalizing on by launching new and unique flavors. As a result, toothpaste has become an essential requisite to maintain oral health and hygiene. Owing to this, toothpaste has garnered the highest market share in the oral care market.

Market Overview

North America includes economies such as the US, Canada, and Mexico. The US is one of the largest consumers of toothpaste. Toothpaste is a necessary part of a consumer's daily oral care routine. According to the Health, United States, 2019 report, there are 13.2% of children aged 5-19 years with untreated dental caries, and 25.9% of adults aged 20-44 years with untreated dental caries, which can lead to tooth infection. Also, many people suffer from sensitive teeth. In the US, people give high importance to dental health and hygiene owing to which the consumption of tooth care products, including toothpaste, is significantly high. According to the second annual Dental Industry Report from the ADA Health Policy Institute, dental spending has reached a historic high of US\$ 136 billion or 3.7% of total health spending in the US in 2018. Brushing with fluoride toothpaste is one of the most important practices for good oral health. Thus, the rising awareness of oral hygiene is creating demand for toothpaste. According to a new international study led by McGill researchers recently published in the Journal of Clinical Periodontology, infected and inflamed gums may result in higher rates of complications and more fatal outcomes for individuals diagnosed with COVID-19. The study also reveals that gum diseases may be linked to a higher risk of COVID-19 consequences, such as ICU admission and death. These findings further highlight the importance of good oral health in the prevention and management of COVID-19 complications.

Additionally, the growing consumer preference for natural products is creating the demand for natural toothpaste. In North America, toothpaste is available in several brands and variants. The major toothpaste brands from the region include Crest, Colgate, Sensodyne, Aquafresh, Aim, and Tom's of Maine. The players operating in the toothpaste market focus on launching innovative products. For instance, in 2019, Crest, a toothpaste brand owned by Procter & Gamble expanded their line of gum health-focused toothpaste with Crest Gum and Sensitivity. The brand targeted the gum line to provide clinically healthier gums and fast sensitivity relief, thereby providing growth opportunities for the toothpaste market in the region.

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

North America Toothpaste Market Segmentation

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

Based on by type, the North America 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 North America toothpaste market is bifurcated into adults and kids. Adults segment registered a larger market share in 2021. Based on by base type, the North America 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 North America toothpaste market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and drug stores/pharmacies. Based on country, the market is segmented into the US, Canada, and Mexico. The US dominated the market share in 2021.

3M; Beverly Glen Laboratories, Inc; Colgate-Palmolive Company; GlaxoSmithKline plc.; Henkel AG & COMPANY, 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.

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. North America Toothpaste Market Landscape
 - 4.1 Market Overview
 - 4.2 North America PEST Analysis
 - 4.3 Expert Opinion
5. North America 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 Market - North America Market Analysis
 - 6.1 North America Toothpaste Market - Revenue Forecasts to 2028 (US\$ Million)
7. North America Toothpaste Market Analysis - By Type
 - 7.1 Overview
 - 7.2 North America 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:

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- 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. North America Toothpaste Market Analysis - By End User
 - 8.1 Overview
 - 8.2 North America Toothpaste Market, By End User (2020 and 2028)
 - 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. North America Toothpaste Market Analysis - By Base Type
 - 9.1 Overview
 - 9.2 North America 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. North America Toothpaste Market Analysis - By Distribution Channel
 - 10.1 Overview
 - 10.2 North America 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. North America Toothpaste Market - Country Analysis
 - 11.1 Overview
 - 11.1.1 North America: Toothpaste Market, by Key Country
 - 11.1.1.1 US: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)

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- 11.1.1.1.1 US: Toothpaste Market, by Type
- 11.1.1.1.2 US: Toothpaste Market, by End User
- 11.1.1.1.3 US: Toothpaste Market, by Base Type
- 11.1.1.1.4 US: Toothpaste Market, by Distribution Channel
- 11.1.1.2 Canada: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 11.1.1.2.1 Canada: Toothpaste Market, by Type
- 11.1.1.2.2 Canada: Toothpaste Market, by End User
- 11.1.1.2.3 Canada: Toothpaste Market, by Base Type
- 11.1.1.2.4 Canada: Toothpaste Market, by Distribution Channel
- 11.1.1.3 Mexico: Toothpaste Market - Revenue and Forecast to 2028 (US\$ Million)
- 11.1.1.3.1 Mexico: Toothpaste Market, by Type
- 11.1.1.3.2 Mexico: Toothpaste Market, by End User
- 11.1.1.3.3 Mexico: Toothpaste Market, by Base Type
- 11.1.1.3.4 Mexico: 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.

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- 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
- 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 Sunstar Suisse S.A.
- 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
- 13.8 Beverly Glen Laboratories, Inc
- 13.8.1 Key Facts
- 13.8.2 Business Description
- 13.8.3 Products and Services
- 13.8.4 Financial Overview
- 13.8.5 SWOT Analysis
- 13.8.6 Key Developments
- 13.9 The Himalaya Drug Company
- 13.9.1 Key Facts
- 13.9.2 Business Description
- 13.9.3 Products and Services
- 13.9.4 Financial Overview
- 13.9.5 SWOT Analysis
- 13.9.6 Key Developments
- 14. Appendix
- 14.1 About The Insight Partners
- 14.2 Glossary of Terms

North America 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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