

Asia-Pacific Toothpaste Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The Asia-Pacific toothpaste market is projected to grow at a CAGR of 7.50% during the forecast period (2022-2027).

The COVID pandemic has adversely impacted the oral care market in Asia-Pacific. However, it has caused people to pay more attention to their cleanliness, which is an important aspect of oral hygiene. Hand wash and oral care products were the two categories of personal care items that saw the most sales growth in Asia-Pacific during the COVID-19 pandemic. The nationwide lockdowns have, however, caused some inconvenience and constraints in the region's distribution networks.

In the last two decades, there has been a significant shift in the population's food consumption patterns, with a progressive increase in confectionery and junk food consumption. As a result, the population's oral health is harmed, and people seek high-quality toothpaste to combat dental disorders and protect oral health.

The increased concern about oral health among Japan's elderly and youth is fueling the growth of the Japanese toothpaste business. According to GlaxoSmithKline, a worldwide pharmaceutical corporation, the Japanese populace has a high level of dental awareness, making the country a highly valuable market.

APAC Toothpaste Market Trends

China Holds The Largest Market Share In Asia-Pacific

China has experienced enormous population growth and increased spending on personal care and hygiene products, which has fueled the expansion of major toothpaste companies in these nations. Consumer preferences for organic and herbal toothpaste

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have launched targeted products on store shelves. According to the National Oral Health Epidemiological Investigation in China, oral care concerns are on the rise in China, which could be one of the causes for the rise in toothpaste demand. Furthermore, people are shifting their toothpaste preferences, moving away from low-cost toothpaste and toward toothpaste with higher quality and advantages.

Increasing Investment in Advertisement and Promotional Activities

The demand for oral care goods, particularly toothpaste, is fueled by enormous marketing and commercials by major players such as Colgate Palmolive and Dabur Inc. in the Asia-Pacific region. According to Colgate Palmolive's published data, in 2020, the company invested around USD 420 million in advertisement and promotional activities. Additionally, the growing popularity of campaign-based advertisements based on special occasions and events will likely boost the toothpaste demand in the Asia-Pacific market. Consumer awareness about oral health is growing, aided by several initiatives and advertisements boosting the market. As a result, toothpaste has become a necessary component of oral hygiene and wellness.

APAC Toothpaste Market Competitor Analysis

Oral care is one of the fastest-growing consumer goods businesses, with many competitors bringing products to store shelves with various functions. Key firms such as Colgate-Palmolive, Procter & Gamble, GlaxoSmithKline PLC, and others are among the most active corporations in the industry analyzed. The key players like GSK Consumer Healthcare are expanding their oral care portfolio.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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