

China Oral Care Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

China's oral care market is forecasted to record a CAGR of 9.8% during the forecast period (2023 - 2028).

The ongoing COVID-19 pandemic has not drastically affected the China market for oral care; instead, it has forced the people to care about their personal hygiene, of which oral care is an important aspect. The impossibility of conducting services on the ground level because of the highly contagious nature of the virus has forced the industry to operate in the online space of the virtual world. Therefore, major companies have shifted online, and the changing trends of the online market are reflected in their services.

Rising awareness about oral hygiene, dental hygiene, and growing incidences of dental caries are fuelling the growth of the oral care products market. Furthermore, advancements in technology and the development of newer techniques for manufacturing oral care products are boosting the market's growth.

The continuously growing population, coupled with an increase in household income levels, has boosted the consumers' consumption power. Thus, the demand for oral care products is steadily rising in China. Stringent regulations are hindering the growth of the oral care products market. The regulatory compliance process in China involves four main steps, namely formula review, labeling review, functional claiming examination, and customs clearance.

China Oral Care Market Trends

Deterring Oral Health Among Population

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The rapidly changing lifestyles and improper diets, including sugar-rich diets, and the increased consumption of alcohol and tobacco, have made oral health one of the major public health problems. According to the World Health Organization, oral diseases pose a major issue for many countries and affect people throughout their lifetime, causing pain, discomfort, disfigurement, and even death. The consumers in China had severe caries and poor periodontal conditions, and the prevalence of caries was above 50% in all age groups. The National Oral Health Epidemiological Investigation in China has been conducting surveys regarding the oral care of the population. It revealed that a major population of the country is suffering from oral problems. This has resulted in a shift in the choices of oral care products among the consumers, as they have started moving from the economic options to high- and middle-tiered ones.

Supermarkets/Hypermarkets Hold a Prominent Share

Owing to a vast retail space catering to a wide variety of preferences, supermarkets and hypermarkets are the dominant channels for the sales of oral care products. Supermarkets and hypermarkets have an abundance of choices for various oral care categories. Consumers buying oral care products from supermarkets and hypermarkets can choose from a range of novel packaging options, from pump dispensers to aerosols. Moreover, the manufacturers have made significant innovations in outer packaging by foil blocking and high color printing as brands bid for attention. Further, small-format supermarkets are expected to continue to gain popularity in high-tier cities. Many supermarkets/hypermarkets operators adopted a multi-format strategy and opened small-format stores. Retailers like Yonghui and Carrefour are opening small-format supermarkets close to the community, which is expected to increase the penetration of oral care products.

China Oral Care Market Competitor Analysis

China's oral care market is consolidated due to the strong presence of companies like Colgate-Palmolive, Unilever, Chongqing Textile Holding (Group) Company, Guangzhou Weimeizi Industrial Co. Ltd., and Oral Essentials inc. The major players are investing in launching specific products for the rising demand for premium products. These players focus on leveraging opportunities posed by emerging markets to expand their product portfolios to cater to the requirements for various applications, especially gum and plaque issues and sensitivity or pain relief. The key players are embarking on partnerships in the market to cater to local consumers' interests, concentrating on innovations with the segment of interest, and further increasing the distribution of their products. Expansion is another strategy preferred by the companies such as Amway Corporation to strengthen their market dominance.

Additional Benefits:

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

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