

## **Europe Oral Care 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:**

Europe oral care market is forecasted to reach USD 19.5 billion by 2025 growing at a CAGR of 4.74% during the forecast period (2020 - 2025).

#### Key Highlights

The Europe oral care market is largely dominated by toothpaste, toothbrushes, and replacement heads, having registered a prominent market share in 2018. Toothpaste being the basic necessity for oral hygiene, used by consumers, and the high price of e-toothbrush are key factors leading to a higher market share.

Easy availability of various brands under one roof, leading to a quick consumer switch, led supermarkets and hypermarkets to hold the largest market share.

#### Europe Oral Care Market Trends

##### Mouth Washes and Rinses to Experience Fastest Growth Rate

Consumers with dry mouth, diabetes, or systemic diseases, such as Sjogren's syndrome, or those who are undergoing radiation therapies are using alcohol-free mouthwashes, which is also supporting the segment growth in the region. In developing economies, key players are working toward increasing awareness on the importance of integrating mouthwashes, as a part of primary oral care routine, i.e., before or after brushing and at different intervals during the day to maintain the pH of the mouth and to fight germs, that can cause different gum diseases.

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## Germany Holds the Largest Market Share

Germany holds the largest market share attributed to the largest consumer market in the country and dense population. Key players in the country are highly indulged in partnerships with several dental associations, by launching oral care centres and campaigns to create awareness and promote their oral care products. Moreover, dental associations approve various oral care brands as safe and effective to use. This has also encouraged the customers to invest in mouthwashes and other oral care products, supported by rising in per capita spending for oral hygiene products. GlaxoSmithKline and Procter & Gamble continued to lead the German toothpaste market, as they contain a portfolio of well-known and trusted brands.

## Europe Oral Care Market Competitor Analysis

The oral care industry is consolidated and one of the fastest consumer goods industries in the region, with an increasing number of players bringing products on the retail shelves with different functionalities. The most active companies in the market include key players, such as Colgate-Palmolive, Procter & Gamble, GlaxoSmithKline PLC, Unilever PLC, and Church & Dwight Co. Inc.

### Additional Benefits:

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

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