

## **Oral Care Market - Growth, Trends, and Forecasts (2023 - 2028)**

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### **Report description:**

The Oral Care Market is projected to register a CAGR of 6.32% in the next five years.

The oral care market is highly impacted by the rise in the prevalence of dental diseases due to an ageing population. Due to unhealthy food habits and the lack of proper oral hygiene, there has been a rise in tooth decay. This has increased the demand for oral care products that are effective at preventing dental caries. The importance of consulting a dentist when choosing oral care products increases, increasing the demand for these products. Furthermore, according to the American College of Prosthodontists in the United States, a staggering 36 million people are edentulous (don't have teeth), and 120 million are missing at least one tooth. Of the edentulous population, 15% of people avail themselves of dentures yearly. This, in turn, is boosting the sales of oral care products.

Another significant factor impacting the demand for oral care products is product innovations carried out by the key players, along with considerable investments in marketing and promotional activities to reach higher customer bases. For instance, in January 2022, Oral B partnered with Grin App, which provides personalized oral care solutions and promotes the company's products through personalized recommendations for customers across the United States. Moreover, rising consumer awareness about technological innovations is boosting the growth rate of the oral care market globally. In addition, there is a growing consumer preference for electronic toothbrushes, mouthwashes, and dental floss in Western countries, like the United States, Germany, the United Kingdom, and others, which in turn is expected to drive the market.

### Oral Care Market Trends

#### Deterring Oral Health Among the Global Population is Popularizing Oral Care Products

The rapidly changing lifestyles, improper diets (including sugar-rich diets), and the increased consumption of alcohol and tobacco have made oral health one of the significant public health problems in almost every part of the world. For instance, according to

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the World Health Organization, oral diseases pose a critical issue for many countries and affect people throughout their lifetime, causing pain, discomfort, disfigurement, and even death. According to the WHO Global Oral Health Status Report (2022), close to 3.5 billion people worldwide are affected by oral diseases, with caries of permanent teeth being the most common condition. With the extensive prevalence of the mentioned problems among consumers, consumers opt for clinically backed and expert-recommended oral care products over randomly available products. Moreover, with the increased expenditure on oral healthcare, such as the rising consumption of oral antiseptics and OTC mouth rinses, consumers worldwide have started taking preventive measures, thus increasing the demand for effective oral care products.

#### Asia-Pacific Emerged as the Largest Oral Care Market

Consumers of Asian countries such as China, India, and Japan are well aware of oral health practices, and thus, the demand for oral care products is high in these countries. As per GlaxoSmithKline, the Japanese population has increased awareness about oral health. Japan's aging population and youth are highly concerned about oral care, driving the country's demand for oral care products. In 2021, a survey conducted by Japan Dental Association revealed that about 21% of respondents suffer from a position of teeth, 15.9% suffer from swollen/bleeding gums, and 20% revealed that they suffer from dental calculus. These common oral problems among consumers propel the demand for oral care products in the market. On the other hand, Ayurvedic or natural ingredient products mainly drive the oral healthcare segment in India. All major companies in India retail Ayurvedic products. Consumers in Singapore are brand-conscious and would rather spend more to ensure the safety and efficacy of a product than look for economical options to maintain their oral care. In Australia, e-toothbrushes are perceived as efficient oral care products for all age groups and hold a significant share of the regional market. Owing to these factors, the Asia-Pacific market for oral care products is one of the largest worldwide.

#### Oral Care Market Competitor Analysis

The oral care market is concentrated in nature, as most of the share is held by key players such as Colgate-Palmolive, Procter & Gamble, Unilever PLC, Church & Dwight Co., Inc., and GlaxoSmithKline PLC. However, the market also includes many regional players. The leading players in the market enjoy a dominant presence worldwide. 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. Additionally, key players are now focusing on social media platforms and online distribution channels for online marketing and product advertisement by collaborating with social media influencers and Youtubers to reach a broader consumer base.

#### Additional Benefits:

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

#### **Table of Contents:**

##### 1 INTRODUCTION

###### 1.1 Study Assumptions and Market Definition

###### 1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET DYNAMICS

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- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
  - 4.3.1 Threat of New Entrants
  - 4.3.2 Bargaining Power of Buyers/Consumers
  - 4.3.3 Bargaining Power of Suppliers
  - 4.3.4 Threat of Substitute Products
  - 4.3.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

- 5.1 Product Type
  - 5.1.1 Breath Fresheners
  - 5.1.2 Dental Floss
  - 5.1.3 Denture Care
  - 5.1.4 Mouthwashes and Rinses
  - 5.1.5 Toothbrushes and Replacements
  - 5.1.6 Toothpaste
- 5.2 Distribution Channel
  - 5.2.1 Supermarkets/Hypermarkets
  - 5.2.2 Convenience Stores
  - 5.2.3 Pharmacies and Drug Stores
  - 5.2.4 Online Retail Stores
  - 5.2.5 Other Distribution Channels
- 5.3 Geography
  - 5.3.1 North America
    - 5.3.1.1 United States
    - 5.3.1.2 Canada
    - 5.3.1.3 Mexico
    - 5.3.1.4 Rest of North America
  - 5.3.2 Europe
    - 5.3.2.1 Spain
    - 5.3.2.2 United Kingdom
    - 5.3.2.3 Germany
    - 5.3.2.4 France
    - 5.3.2.5 Italy
    - 5.3.2.6 Rest of Europe
  - 5.3.3 Asia-Pacific
    - 5.3.3.1 China
    - 5.3.3.2 Japan
    - 5.3.3.3 India
    - 5.3.3.4 Australia
    - 5.3.3.5 Rest of Asia-Pacific
  - 5.3.4 South America
    - 5.3.4.1 Brazil
    - 5.3.4.2 Argentina
    - 5.3.4.3 Rest of South America
  - 5.3.5 Middle-East

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- 5.3.5.1 South Africa
- 5.3.5.2 Saudi Arabia
- 5.3.5.3 Rest of Middle-East

## 6 COMPETITIVE LANDSCAPE

- 6.1 Strategies Adopted by Leading Players
- 6.2 Market Share Analysis
- 6.3 Company Profiles
  - 6.3.1 Procter & Gamble Company
  - 6.3.2 Unilever PLC
  - 6.3.3 Colgate-Palmolive Company
  - 6.3.4 LG Corporation
  - 6.3.5 GlaxoSmithKline PLC
  - 6.3.6 Sunstar Suisse SA
  - 6.3.7 Lion Corporation
  - 6.3.8 Henkel AG & Co. KGaA
  - 6.3.9 Church & Dwight Co. Inc.
  - 6.3.10 Johnson & Johnson

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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