

## **Toothpaste Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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### **Report description:**

The global toothpaste market is projected to record a CAGR of 6.4% during the forecast period 2022-2027.

The COVID-19 pandemic exerted a limited impact on the global toothpaste market since this category comes under essential goods and services, and movement of such products through borders was allowed with limited to no restriction. Demand for toothpaste was high during the pandemic, in line with attention toward oral hygiene doubling, which, in turn, increased the usage of toothpaste among consumers. Moreover, consumers were more inclined toward brands that provided offers on additional purchases and products with natural or organic ingredients, such as neem, tulsi, aloe vera, etc., which saw high demand.

Over the medium term, increasing dental problems among children and adults due to poor eating habits and the rise in the popularity of herbal oral care products are expected to drive the toothpaste market. Moreover, rising premiumization and consumers seeking more targeted solutions are accelerating the growth of the market studied.

The rise in oral health consciousness has helped vendors introduce oral hygiene product categories, like teeth-whitening products. One of the popular products used for teeth whitening is whitening toothpaste. Manufacturers offer toothpaste with teeth-whitening functionality that differs from ordinary toothpaste.

### Toothpaste Market Trends

#### Oral Health among Population Declining

Oral hygiene products, such as toothpaste, toothbrush, and mouthwash, are some consumer goods that require the highest reach and are expected to drive the oral care market. In order to widen their presence, key players in toothpaste products are constantly re-investing their profits in marketing and distribution networks, especially in emerging economies. Asian and North American consumers highly drive the toothpaste market as they mainly prefer using herbal or organic toothpaste or oral care

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products with ingredients such as neem, tulsi, aloe vera, mint, clove, etc. present. Also, several giant manufacturers are launching various herbal and flavored toothpaste products, especially to attract consumers in the age group 5-12. According to a survey conducted in 2020 among 11,000 respondents across India by fitness technology company GOQii, cavities and decay (17.33%) were the most common oral health problems. Cavities, decay, and foul breath appeared to be the most common oral health problems among the population.?

### Asia-Pacific Dominating the Market

The continuously increasing population, coupled with an increase in household income levels, has boosted the consumption power of consumers. Therefore, the demand for toothpaste products is steadily rising in China, India, and other Asian countries. The National Oral Health Epidemiological Investigation in China has been conducting surveys repeatedly 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 toothpaste among consumers, as they have started moving from the economic options to high- and middle-tiered ones. In countries such as Japan, the toothpaste market is expanding, as reflected by the growing concerns over oral health among the Japanese aging population and youth. As per GlaxoSmithKline, a global pharmaceutical company, the awareness of teeth among the Japanese population is outstanding.?

### Toothpaste Market Competitor Analysis

The toothpaste market is competitive, with a majority of the share held by Colgate-Palmolive, Procter & Gamble, Unilever, Lion Corporation, and GlaxoSmithKline PLC. However, the market studied comprises many regional players too. The leading players in the toothpaste market enjoy a dominant presence globally. These players are focusing on leveraging opportunities posed by the emerging markets to expand their product portfolio and cater to the requirements for various applications, especially sensitivity or pain relief. However, advanced distribution networks and manufacturing expertise give an upper edge to manufacturers to expand their range of products across the world.

### Additional Benefits:

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

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