

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

Market Report | 2023-01-23 | 125 pages | Mordor Intelligence

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### **Report description:**

The North American oral care market is projected to register a CAGR of 5.58% over the forecast period.

The market is primarily driven by increased oral hygiene routines and expanding internet shopping. Oral care products are increasingly sold online through e-commerce sites. Amazon is the most popular online shopping channel in the North American dental care markets. In recent years, Amazon saw a significant increase in oral care sales in the United States. Personal hygiene and personal care have become increasingly important in consumers' lives. Oral hygiene has become an important aspect of living a healthy lifestyle.

The expanding awareness of oral hygiene, government spending on dental healthcare, and the growing number of small/private clinics contribute to the rapid rise of the oral care market. As per the Canadian Dental Association, in 2021, 84% of Canadians believed that they have good or excellent oral health, and yet, Canada faces challenges in providing dental care services to the most vulnerable segments of its population, i.e., senior citizens, low-income populations, people with special needs, children, indigenous people, new immigrants with refugee status, etc. Research indicates that poor oral health is experienced by those who do not have access to regular dental care. Consumers in North American regions like Canada are concerned about their oral care, driving the demand for oral care products in the country.

The rising affinity towards the use of natural products led key players in the market to innovate products using organic ingredients. Moreover, toothpaste tubes, which are made from plastics, are known to end up in landfills, thereby degrading the environment. Consequently, players implemented solutions catering to environmental concerns.

### **North America Oral Care Market Trends**

#### **The United States Dominates the Regional Oral Care Market**

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According to the Centers for Disease Control and Prevention, every fourth American live with untreated dental decay, which is expected to become a major health concern in the country. Thus, an increase in the number of oral disorders is becoming a significant concern in the country, which is expected to add to the US oral care industry. Dry mouth, sensitivity, bad breath, and oral infections were the most common oral disorders among Americans, according to research issued by the American Dental Association. This significantly impacts the country's mouthwash, rinse, and toothpaste markets.

The two pillars that drive the rising demand for oral care products are convenience and comfort. Organic and herbal toothpaste are highly appreciated because of their high benefit quotient. Oral care product sales increased in recent years due to the exclusion of added flavors, reduced chemicals, and the ease of cleaning. According to Happi Magazine, based on sales in the United States in 2021, Procter & Gamble was the top toothpaste supplier in the United States. During that time, there were approximately USD 3.19 billion in total toothpaste sales in the United States.

#### Increased Demand for Sensitivity or Pain Relief Toothpaste

Sensitivity toothpaste, often known as pain reliever toothpaste, is designed to ease pain and discomfort during brushing. The market for sensitivity or pain relief toothpaste and mouthwash is predicted to grow due to changing eating patterns and the rising demand for oral hygiene products that provide functional advantages rather than just cleaning or brightening. The North American market is fiercely competitive, with several international companies competing for market dominance. The focus of new product innovations is on active substances, and players' primary strategy is technology. With the increasing prevalence of electric toothbrushes and technological developments, as well as growing public awareness about oral health and cleanliness, the toothbrush category is predicted to grow significantly.

#### North America Oral Care Market Competitor Analysis

Oral care is a highly consolidated sector. It is one of the fastest-growing segments of the consumer goods sector, with an increasing number of companies bringing products to market with various applications. Toothpaste manufacturers strategically invest in developing new manufacturing facilities to position themselves in the North American market. They invest extensively to support and promote product creation to achieve a competitive advantage. They form strategic collaborations with others to expand and improve their resources and expertise. The main brands in the market are Colgate-Palmolive Company, Procter & Gamble Co., Unilever PLC, Church & Dwight Co. Inc., and GlaxoSmithKline PLC.

#### Additional Benefits:

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

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