

## **Dental Fluoride Treatment Market - Growth, Trends, Covid-19 Impact, and Forecasts ( 2023-28)**

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### **Report description:**

The dental fluoride treatment market is expected to register a CAGR of 8.1% during the forecast period.

The studied market was severely impacted by the pandemic in its initial phase. Major companies operating in the oral care segment reported a shift in consumer preference toward online consultations, resulting in fewer visits to the retail shops, which led to lower sales volume during the outbreak. Moreover, several studies have been conducted that demonstrate the effect of COVID-19 on dental care. For instance, the German Society of Dentistry and Oral Medicine (DGZMK) has stressed the importance of dental health and the systemic relevance of dentistry, especially during the pandemic, and published a research article in December 2021. As per their survey, 39.1% of the total participant doctors treated fewer than 600 patients per quarter and 59.9% treated over 600 patients per quarter. As a result of such imbalances, the patient population adopted fewer dental fluoride products. However, as per the analysis, the post-pandemic phase witnessed a major shift in the preference toward online shopping. For instance, as per the annual report by Colgate, in 2021, during the COVID-19 pandemic, the company experienced disruptions in certain channels, including travel retail. It was also observed that the purchasing patterns of the consumers, considering the nature and frequency of visits by consumers to retailers, dental and health professionals, as well as a shift, in many company's segments, to purchasing the products online. Thus, such a scenario is expected to have a positive impact on the market's growth over the coming years.

Furthermore, factors such as the increasing prevalence of dental caries coupled with rising awareness of dental care are expected to increase market growth.

As per a March 2022 update by the WHO, it is estimated that oral diseases affect nearly 3.5 billion people worldwide, and severe periodontal (gum) disease, which may result in tooth loss, is also very common, with almost 10% of the global population affected

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every year. High incidences of tooth loss increase the demand for oral care and thus expedite the market's growth. Oral health awareness is another factor augmenting the overall market's growth. According to an article published by the Medical Education and Research Institute (MFMER) in October 2021, oral bacteria and the inflammation associated with a severe form of gum disease (periodontitis) might play a role in some diseases. Thus, the research organization suggests brushing twice a day, using mouthwash, and scheduling regular dental check-ups to maintain dental hygiene. This research is anticipated to drive awareness of dental hygiene among the target population and drive the overall market's growth.

Similarly, a survey result published by the ADA in June 2022 stated that toothpaste is the most commonly used means for maintaining better oral care in the United States, and, according to the survey data, 71.07 million Americans used toothpaste more than four times on an average day in 2020. This adoption and usage of toothpaste for oral hygiene is anticipated to drive the demand for dental fluoride products. Thus, the above-mentioned factors are expected to contribute to the market's growth.

However, the lack of awareness about treatment options is expected to hinder the growth of the market.

## Dental Fluoride Treatment Market Trends

Toothpaste Segment in Dental Fluoride Treatment is Estimated to Witness a Healthy Growth in Future.

The toothpaste segment is estimated to witness healthy growth in the future, attributed to its wide availability and affordability. The low cost of manufacturing combined with ease of use is one more factor contributing to the growth of the market's segment.

Growing awareness about dental hygiene and the rising prevalence of dental caries is also expected to aid the demand for toothpaste and further propel the segment's growth. Various research studies provide insight into the advantages of fluoride-based toothpaste. For instance, in January 2022, a press release by BioMin Technologies Limited stated that the surface micro-hardness, surface roughness, and volume gain of the two kinds of toothpaste impacts on demineralized tooth surfaces were compared. In every way, BioMin F performed better than ordinary fluoride toothpaste, which is important for lowering the risk of dental cavities. The revolutionary toothpaste, BioMin F, uses patented bioactive technology to combine calcium, phosphate, and fluoride into the toothpaste's structure. Thus, such studies are expected to increase the segment's growth during the forecast period.

Furthermore, product launches are another factor resulting in the market segment's growth. For instance, in March 2022, Alacer Corp. launched Natean, a new eco-conscious oral healthcare brand that provides products to consumers looking for nature-inspired toothpaste that delivers essential oral care benefits. Thus, the above-mentioned factors are expected to increase the segment's growth.

North America is Expected to Hold a Significant Share in the Market and Expected to do Same in the Forecast Period

North America is expected to hold a major market share in the global dental fluoride treatment market due to increasing awareness regarding oral health hygiene, increasing healthcare expenditure, and the presence of well-established healthcare infrastructure.

According to CDC data, as of January 2021, one quarter (26%) of adults aged 65 or older had 8 or fewer teeth, and approximately 1 in 6 (17%) adults aged 65 or older had lost all their teeth in the United States. In addition, according to the same source data updated in February 2022, 63% of adults aged 18 and over in the United States had a dental visit in the past year, and 85.9% of children aged 2-17 years had a dental visit in the year 2020. This increasing number of dental visits in the country is expected to drive the demand for oral care products to maintain oral hygiene and fuel market growth in the country.

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Additionally, the International Dental Journal's article published in February 2021 reports that the prevalence of tooth loss was 57.2% due to tooth decay in Mexico. The study also reports that it is similar to that reported in low- and middle-income countries. Such a high prevalence of tooth decay and tooth loss generates a need for dental treatment products, hence driving the growth of the market.

Likewise, the major players are actively engaging in strategic planning and new developments that are contributing to market growth. Oral care product manufacturers are currently focusing on mergers and acquisitions to strengthen their market presence and expand their customer base. They are also innovating and making new product launches to expand their product portfolio. This surge in competition among the market players and the increasing number of major oral healthcare companies in the United States are driving the growth of the dental fluoride treatment market. For instance, in March 2022, Grin Natural, one of the global oral care brands, and TeleDentists, a telehealth company that provides teledental consultations 24/7/365, collaborated to support United States consumers in their journey to improve their oral health. In addition to providing access to best-in-class dental products and professional services, Grin Natural and The TeleDentists will release a series of interviews with oral healthcare professionals and create actionable educational content to increase oral health literacy. Similarly, in August 2021, Sonoma Pharmaceuticals, Inc. launched two new dental products. Among these, OroGenix Oral Hygiene Rinse is Sonoma's second dental product launched in the United States and was developed with its partner, Gabriel Science LLC. These product launches are anticipated to drive market growth during the forecast period.

Thus, due to the above-mentioned factors, the studied market is expected to grow in the region during the study period.

#### Dental Fluoride Treatment Market Competitor Analysis

The dental fluoride treatment market is moderately competitive and consists of several major players. In terms of market share, a few major players are currently dominating the market. Some companies currently dominating the market are Philips, Colgate, DMG Dental, VOCO GmbH, Dentsply Sirona, DURRDENTAL, Ivoclar Vivadent, Young Dental, and Ultradent Products, among others.

#### Additional Benefits:

- <li> The market estimate (ME) sheet in Excel format </li>
- <li> 3 months of analyst support </li> </ul>

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