

Ayurvedic Toothpaste Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The ayurvedic toothpaste market is valued at USD 876.37 million in the current year, and it is projected to register a CAGR of 14.21% over the next five years.

The rise in healthcare expenditure and premiumization of products is increasing the market's growth. The market players are creating innovative strategies to market their products through e-commerce websites as well as advertisements, due to which consumers are attracted to the products. Ayurvedic toothpaste is made with ingredients like aloe vera, soda, myrrh, eucalyptus oil, plant extract, and essential oils. It is free from toxic ingredients, such as parabens, fluorides, and artificial sweeteners, which have increased the demand for the product. As people become more conscious of their oral hygiene and health, demand for such ayurvedic products is expected to rise in the near future. The governments of many regions are conducting oral health campaigns to make people aware of oral health and hygiene. One of the campaigns, such as World Oral Health Day, focuses on highlighting the benefits of good oral health, spreading awareness about oral diseases, and promoting oral hygiene maintenance.

Long-term demand for ayurvedic toothpaste is expected to rise due to increased consumer demand for chemical-free, eco-friendly products and a surge in product development spurred by current market potentials. This attracts producers to the expanding sector of Ayurveda and botanical extracts, which are gaining consumer appeal due to their functional and organic complexity. The market is expected to expand in the coming years due to rising oral health concerns among all age groups and increased customer awareness of the benefits of using ayurvedic products. In November 2021, African Consumer Care Ltd, a subsidiary of Dabur International Ltd launched Dabur Red Ayurvedic Toothpaste on the occasion of 6th Ayurveda Day.

Ayurvedic Toothpaste Market Trends

Deterring Oral Health among Population Globally

The prevalence of oral diseases continues to increase with growing urbanization and changes in living conditions, primarily owing

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to inadequate exposure to fluoride, the availability and affordability of foods with high sugar content, and poor access to oral healthcare services in the community. Furthermore, the rapid consumption of sugary foods and beverages, tobacco, and alcohol has contributed to global oral health problems. According to the WHO, oral diseases are a major problem in many countries and affect people throughout their lives, causing pain, discomfort, disfigurement, and even death. In 2021, according to the American Dental Hygienists' Association, about 80% of Americans were likely to have at least one cavity before they reached age 71. In addition, gum disease affects around 80% of Americans in a certain way. Moreover, with the increased expenditure on oral healthcare, consumers across the world have started taking preventive measures, which, in turn, has increased the demand for effective oral care products, including herbal or ayurvedic toothpaste.

Asia-Pacific Dominates the Global Market

The Asia-Pacific region holds the major market share in the global market, with major countries such as India, China, South Korea, and Thailand. Moreover, research-based evidence suggests that ayurvedic toothpaste has various functional benefits over commercially available toothpaste. The herbal industry's roots can be traced back to ancient history, especially in countries like India. Traditional Ayurvedic products, including toothpaste, are becoming more popular as people become more aware of the concept as an alternative to chemical formulations that pushes for a holistic and personalized approach in all areas, including the personal care products business. The market in the country is further expected to grow faster, owing to the Indian government's promotion of indigenous products and increasing nationalistic tendencies. In March 2021, Colgate-Palmolive launched ayurvedic toothpaste for people with diabetes in India. The toothpaste is sold under the name "Colgate for Diabetics". The toothpaste is made with a blend of ayurvedic ingredients such as Madhunashini, Neem, Jamun Seed Extract, and Amla.

As consumer concerns about general hygiene persist, Asia's top fast-moving consumer goods companies are diversifying their oral care portfolio by entering new and niche categories, such as Ayurvedic or herbal toothpaste. Ayurveda's global reach is pushed further by the Asian population migrating to foreign countries, creating a promising market for traditional oral care products, such as toothpaste. Also, premiumization is an increasing trend in oral care, boosting the number of imported or value-added toothpaste brands. These products are stocked on retail shelves and promoted by stores to improve product penetration in the region.

Ayurvedic Toothpaste Market Competitor Analysis

The ayurvedic toothpaste market is highly competitive, with key players like Dabur India Ltd, Colgate-Palmolive Company, Patanjali Ayurved, Himalaya Drug Company, and Vicco Laboratories. The prominent market players have been developing new and innovative products and targeting new consumer demographics. Additionally, these companies are focusing on increasing the production capacities of their existing plants while investing in R&D activities. These players differentiate their products in terms of ingredients, functionality, packaging, and price to gain a competitive advantage.

Additional Benefits:

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

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