

Dental Floss Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-10-15 | 150 pages | IMARC Group

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Report description:

Market Overview:

The global dental floss market size reached US\$ 609.5 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 884.4 Million by 2028, exhibiting a growth rate (CAGR) of 6.1% during 2023-2028.

Dental floss is a cord of thin filaments used for interdental cleaning. It is manufactured using multiple nylon or Teflon filaments twisted together to create one much stronger strand. It is widely used to remove plaque, films of bacteria, and all food particles that get stuck between the teeth and are impossible to remove from the toothbrush. Dental floss comes in ribbon or string form, which can be waxed or un-waxed. Besides this, it is also available in flat and curved variants that are reusable or disposable. Flossing reduces the likelihood of tooth decay, cavity, periodontal disease, gingivitis, bad breath, oral cancer, and gum disease.

Dental Floss Market Trends:

The increasing prevalence of oral and dental disorders across the globe is creating a positive outlook for the market. Regular use of dental floss prevents infections and inflammation of the gums and bones that surround and support the teeth. In line with this, the rising consciousness among the masses regarding maintaining adequate oral hygiene and the growing demand for oral care products as a result of increasing oral health problems is acting as another growth-inducing factor. Apart from this, the introduction of floss picks that are easier to maneuver and hold, especially for people with arthritis or dexterity problems, is providing an impetus to the market growth. Moreover, the growing number of adolescents and adults suffering from excessive plaque and dental cavities due to the consumption of junk food and sugary snacks and beverages is favoring the market growth. Additionally, the widespread utilization of waxed dental floss, as they contain essential oils and enzymes and assist in effective plaque removal and effortless cleaning, is positively influencing the market growth. Other factors, including rising expenditure capacities of consumers, promotional campaigns and launch of such products under famous oral care brands, easy product availability across e-commerce platforms, and the introduction of flavored dental floss, are anticipated to drive the market growth.

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Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global dental floss market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product and distribution channel.

Breakup by Product:

- Waxed Floss
- Unwaxed Floss
- Dental Tape
- Others

Breakup by Distribution Channel:

- Offline
- Online

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
 - Others
- Latin America
 - Brazil
 - Mexico
 - Others
- Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being 3M Company,

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Alfred Becht GmbH, Colgate-Palmolive Company, Dr. Fresh LLC, Dr. Wild & Co. AG, Lion Corporation, Perrigo Company plc, Prestige Consumer Healthcare Inc., Procter & Gamble Company, Sunstar Group and The Humble Co. AB.

Key Questions Answered in This Report:

How has the global dental floss market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global dental floss market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global dental floss market and who are the key players?

What is the degree of competition in the industry?

Table of Contents:

1	Preface
2	Scope and Methodology
2.1	Objectives of the Study
2.2	Stakeholders
2.3	Data Sources
2.3.1	Primary Sources
2.3.2	Secondary Sources
2.4	Market Estimation
2.4.1	Bottom-Up Approach
2.4.2	Top-Down Approach
2.5	Forecasting Methodology
3	Executive Summary
4	Introduction
4.1	Overview
4.2	Key Industry Trends
5	Global Dental Floss Market
5.1	Market Overview
5.2	Market Performance
5.3	Impact of COVID-19
5.4	Market Forecast
6	Market Breakup by Product
6.1	Waxed Floss
6.1.1	Market Trends
6.1.2	Market Forecast
6.2	Unwaxed Floss
6.2.1	Market Trends
6.2.2	Market Forecast
6.3	Dental Tape
6.3.1	Market Trends
6.3.2	Market Forecast
6.4	Others
6.4.1	Market Trends

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- 6.4.2 Market Forecast
- 7 Market Breakup by Distribution Channel
 - 7.1Offline
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2Online
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 8 Market Breakup by Region
 - 8.1North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
 - 8.2Asia-Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast
 - 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
 - 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
 - 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
 - 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
 - 8.3Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends

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8.3.3.2	Market Forecast
8.3.4	Italy
8.3.4.1	Market Trends
8.3.4.2	Market Forecast
8.3.5	Spain
8.3.5.1	Market Trends
8.3.5.2	Market Forecast
8.3.6	Russia
8.3.6.1	Market Trends
8.3.6.2	Market Forecast
8.3.7	Others
8.3.7.1	Market Trends
8.3.7.2	Market Forecast
8.4	Latin America
8.4.1	Brazil
8.4.1.1	Market Trends
8.4.1.2	Market Forecast
8.4.2	Mexico
8.4.2.1	Market Trends
8.4.2.2	Market Forecast
8.4.3	Others
8.4.3.1	Market Trends
8.4.3.2	Market Forecast
8.5	Middle East and Africa
8.5.1	Market Trends
8.5.2	Market Breakup by Country
8.5.3	Market Forecast
9	SWOT Analysis
9.1	Overview
9.2	Strengths
9.3	Weaknesses
9.4	Opportunities
9.5	Threats
10	Value Chain Analysis
11	Porters Five Forces Analysis
11.1	Overview
11.2	Bargaining Power of Buyers
11.3	Bargaining Power of Suppliers
11.4	Degree of Competition
11.5	Threat of New Entrants
11.6	Threat of Substitutes
12	Price Analysis
13	Competitive Landscape
13.1	Market Structure
13.2	Key Players
13.3	Profiles of Key Players
13.3.13	M Company

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- 13.3.1.1 Company Overview
- 13.3.1.2 Product Portfolio
- 13.3.1.3 Financials
- 13.3.1.4 SWOT Analysis
- 13.3.2 Alfred Becht GmbH
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
- 13.3.3 Colgate-Palmolive Company
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.3.3 Financials
 - 13.3.3.4 SWOT Analysis
- 13.3.4 Dr. Fresh LLC
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
- 13.3.5 Dr. Wild & Co. AG
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
- 13.3.6 Lion Corporation
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.6.3 Financials
 - 13.3.6.4 SWOT Analysis
- 13.3.7 Perrigo Company plc
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
 - 13.3.7.3 Financials
 - 13.3.7.4 SWOT Analysis
- 13.3.8 Prestige Consumer Healthcare Inc.
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
 - 13.3.8.3 Financials
 - 13.3.8.4 SWOT Analysis
- 13.3.9 Procter & Gamble Company
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
 - 13.3.9.3 Financials
 - 13.3.9.4 SWOT Analysis
- 13.3.10 Sunstar Group
 - 13.3.10.1 Company Overview
 - 13.3.10.2 Product Portfolio
- 13.3.11 The Humble Co. AB
 - 13.3.11.1 Company Overview
 - 13.3.11.2 Product Portfolio

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