

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

Market Report | 2023-11-24 | 148 pages | IMARC Group

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Report description:

The global floss picks market size reached US\$ 670.9 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 834.3 Million by 2028, exhibiting a growth rate (CAGR) of 3.70% during 2022-2028. The increasing awareness regarding the importance of oral hygiene, rising prevalence of numerous dental illnesses, and escalating demand for portable and disposable product variants for people on-the-go represent some of the key factors driving the market.

Floss picks refer to a dental hygiene tool that serves the purpose of both dental floss and toothpicks in a single product. They comprise of a small plastic handle with a short piece of dental floss stretched between two prongs on one end, and a pointed tip at the other end that can be used as a toothpick. The handle is ergonomically designed to provide a comfortable grip, and the floss is pre-threaded to eliminate the need to wrap floss around the fingers. Floss picks are small and disposable, making them portable and convenient to use while traveling. The tool helps remove food debris from the interdental spaces and the gum line, reduces plaque accumulation between teeth, and prevents dental caries and gum disease. Being a versatile tool, floss picks offer both toothpick and dental floss functionality, and unlike traditional flossing, floss picks do not require exceptional dexterity or skill, making them easy to use for most individuals.

Floss Picks Market Trends:

The increasing awareness regarding the importance of oral hygiene is a significant factor driving the market. This can be attributed to the shifting consumer preference toward beauty and grooming. In line with this, the escalating demand for portable and disposable product variants for people on-the-go is also providing an impetus to the market. Moreover, the growing prevalence of numerous dental issues, such as cavities, gum disease, and tooth decay, is resulting in an increased demand for oral care products, thereby fueling the market. In addition to this, continual innovations in floss picks design and features by the manufacturers to enhance consumer comfort and effectiveness is resulting in a higher product uptake among the masses. Additionally, the rapid expansion of distribution channels, including e-commerce and retail stores, leading to more accessibility for consumers, is creating lucrative opportunities in the market. The market is further driven by the changing dietary habits and the

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increasing sedentary lifestyle of the masses. Apart from this, the rising consciousness regarding the impact of plastic pollution on the environment leading to the increasing demand for eco-friendly floss picks made from biodegradable materials is further driving the market. Some of the other factors contributing to the market include rapid urbanization, inflating disposable income levels, increasing product demand from developing economies, and extensive research and development (R&D) activities conducted by key players.

Key Market Segmentation:

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

Usage Type Insights:

Disposable
Reusable

The report has provided a detailed breakup and analysis of the floss picks market based on the usage type. This includes disposable and reusable. According to the report, disposable represented the largest segment.

Shape Insights:

F Shape
Y Shape

The report has provided a detailed breakup and analysis of the floss picks market based on the shape. This includes F Shape and Y Shape. According to the report, F Shape represented the largest segment.

Distribution Channel Insights:

Supermarkets and Hypermarkets
Pharmacies
Online Stores
Others

A detailed breakup and analysis of the floss picks market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, pharmacies, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Regional Insights:

North America
United States
Canada
Asia-Pacific
China
Japan
India

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South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for floss picks. Some of the factors driving the North America floss picks market included the growing geriatric population, high medical expenditure, increasing awareness regarding oral hygiene, easy product availability via online and offline retail channels, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the Floss picks market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include A.S. Watson Group, Church & Dwight Co. Inc., Colgate-Palmolive Company, Dr. Tung's Products, Dr. Wild & Co. AG., Johnson & Johnson, Peri-dent Limited (Orkla ASA), Prestige Consumer Healthcare Inc., Procter & Gamble, Ranir LLC (Perrigo Co. plc), The Humble Co., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global floss picks market in 2022?
2. What is the expected growth rate of the global floss picks market during 2023-2028?
3. What has been the impact of COVID-19 on the global floss picks market?
4. What are the key factors driving the global floss picks market?
5. What is the breakup of the global floss picks market based on the usage type?
6. What is the breakup of the global floss picks market based on the shape?
7. What is the breakup of the global floss picks market based on the distribution channel?
8. What are the key regions in the global floss picks market?
9. Who are the key players/companies in the global floss picks market?

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