

Toothpaste - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Toothpaste Market size is estimated at USD 34.48 billion in 2024, and is expected to reach USD 50.78 billion by 2029, growing at a CAGR of 8.05% during the forecast period (2024-2029).

On a short note, increasing dental problems among children and adults due to poor eating habits i.e exposure to fluoride and frequent consumption of sugar-filled or sugar-contained food gradually deteriorate the consumer's tooth health, leading to severe oral health issues like cavities/decay and more. Additionally, the habit of chewing tobacco and consumption of alcohol lead to oral diseases. This prevalence of multiple diseases among consumers worldwide propelled the usage of toothpaste.

Additionally, the rise in oral health consciousness encouraged consumers to use quality oral care products and has helped vendors introduce oral hygiene product categories, like teeth-whitening products. Additionally, consumers worldwide have begun practicing preventive measures due to the increased spending on dental care, which has raised the need for efficient oral care products like tooth whitening toothpaste, medicinal, ayurvedic toothpaste, and more. For instance, the total household spending on dental services in the United Kingdom has increased considerably in 2021 with GBP 2,201 million when compared to GBP 1,727 million in 2020.

Toothpaste Market Trends

Depleting Oral Health Among the Consumers in the Market

Oral hygiene products, such as toothpaste of different types such as herbal toothpaste, standard toothpaste, and more are expected to drive the market on a positive note. This is mainly due to the prevalence of oral diseases among people across the

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world, According to the Global Oral Health Status Report 2022 (GOHSR) WHO, although oral problems are generally preventable, oral disorders are the most common non-communicable diseases, affecting nearly half of the global population (3.5 billion people). More cases of oral diseases are thought to exist globally than of the five major non-communicable diseases (NCDs) (mental disorders, cardiovascular diseases, diabetes, chronic respiratory diseases, and malignancies combined). The report reveals that untreated dental caries (tooth decay) alone affects 2.5 billion people. This resulted in frequent dentist visits and increasing expenditure on oral health products like toothpaste driving the market in a positive direction.

Asia-Pacific Dominating the Market

The continuously increasing population, coupled with an increase in household income levels, has boosted the consumption power of consumers. Therefore, the demand for toothpaste products is steadily rising in China, India, and other Asian countries. The National Oral Health Epidemiological Investigation in China has been conducting surveys repeatedly regarding the oral care of the population. It revealed that a major population of the country is suffering from oral problems such as cavities/decay, tooth thinning, bad breath, and other common oral problems. This has resulted in a shift in the choices of toothpaste among consumers, as they have started moving from the economic options to high- and middle-tiered ones. In addition, the local authorities are focusing on implementing measures to ensure oral health by including oral health expenses in health financing schemes in which 95% of the population benefits as a whole, as revealed by WHO in November 2022. In countries such as Japan, the toothpaste market is expanding, as reflected by the growing concerns over oral health among the Japanese aging population and youth

Toothpaste Industry Overview

The toothpaste market is competitive, with a majority of the share held by Colgate-Palmolive, Procter & Gamble, Unilever, Lion Corporation, and GlaxoSmithKline PLC. However, the market studied comprises many regional players too. The leading players in the toothpaste market enjoy a dominant presence globally. These players are focusing on leveraging opportunities posed by the emerging markets to expand their product portfolio and cater to the requirements for various applications, especially sensitivity or pain relief. However, advanced distribution networks and manufacturing expertise give an upper edge to manufacturers to expand their range of products across the world.

Additional Benefits:

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

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