

**France Baby Oral Care Market By Type (Toothbrush, Toothpaste, Floss, Tooth Mousse, Others), By End User (Infant, Toddler), By Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Convenience stores, Online channels, Others): Opportunity Analysis and Industry Forecast, 2022-2031**

Market Report | 2023-11-01 | 79 pages | Allied Market Research

**AVAILABLE LICENSES:**

- Cloud Access License \$2119.50
- Business User License \$3213.00
- Enterprise License \$4995.00

**Report description:**

France baby oral care market is growing rapidly due to increase in focus of the government and medical practitioners on oral health. The France baby oral care market is segmented based on type, end user, and distribution channel. On the basis of type, the market is fragmented into toothbrush, toothpaste, floss, tooth mousse, and others. Toothpaste and toothbrushes are the largest revenue-generating products. By end user, the market is bifurcated into infant and toddler. Based on the distribution channel, the market is segregated into supermarkets & hypermarkets, specialty stores, convenience stores, online channels, and others. The factors driving the growth of the France baby oral care market include increase in awareness about the importance of oral health, rise in disposable income, and increase in healthcare spending in the country. Moreover, consistent rise in the number of dental clinics and dental healthcare professionals in France is expected to spur the market growth.□

Furthermore, introduction of technologically advanced products, advancements in product packaging, and increase in promotional activities by leading manufacturers are likely to contribute to the growth of the market. However, high product cost, slow product delivery, and limited availability of the products are among the key restraining factors of the France baby oral care market. In addition, increase in preference for cheaper products from private labels and presence of strict FDA regulations are limiting the market growth. Contrarily, surge in availability of AI-enabled toothbrushes and toothpaste is anticipated to be a major opportunity for the France baby oral care market. AI-enabled products can provide enhanced oral hygiene and cleaning experience. Moreover, dental professionals are increasingly recommending AI-enabled toothbrushes to ensure better oral care. Furthermore, increase in incidence of infant tooth decay and periodontal diseases is an important opportunity associated with the market. Thus, the demand for effective oral care products in the country is expected to surge during the forecast period.□

Several market players are adopting advanced product development strategies to introduce new technologies in the baby oral

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

care market. A competitive analysis of the market reveals that companies such as Colgate-Palmolive and Procter & Gamble are among the leading players in the France baby oral care market. These companies are heavily investing in developing technologically advanced, user-friendly, and budget-friendly baby oral care products. Moreover, they are focusing on partnerships and collaborations with distributors, retailers, and other medical professionals to expand their market presence. Apart from product development, these companies are taking initiatives to boost consumer awareness about the importance of oral care. For instance, Colgate-Palmolive has recently launched a "Smile Heroes" campaign, which is a series of educational initiatives and videos that explain the importance of oral hygiene to kids.□

The Porter's five forces analysis is a powerful tool used to understand the attractiveness of the market and to forecast the future course of the industry. In the context of the France baby oral care market, the bargaining power of buyers is high due to the presence of multiple established players offering similar products. Furthermore, the bargaining power of suppliers is low as they sell raw materials to many players in the industry. In addition, the threat of new entrants is low due to the presence of firms with large financial resources and technical expertise. Moreover, the threat of substitutes is moderate, particularly due to the advent of e-commerce platforms, which enable customers to purchase products online at lower prices. The intensity of competitive rivalry in the France baby oral care market is high, primarily due to the presence of numerous regional and global manufacturers competing with one another to gain a larger market share.□

A SWOT analysis of the France baby oral care market provides an assessable outlook of the entire industry. The analysis reveals those key strengths of the market, including large customer base, technological advancements, increasing consumer awareness, and growing demand for natural or herbal products. Furthermore, product innovations and extensive distribution channels are other key factors supporting the growth of the market. Moreover, analysis highlights some of the major weaknesses of the market such as high cost of product sales and slow product delivery. In addition, there are various opportunities associated with the market such as surge in internet user base, increase in oral care awareness, and rise in demand for technologically advanced products. Moreover, product diversification and cost-efficient products are creating potential opportunities for the market. On the other hand, stringent regulations by government regarding oral healthcare products and increase in competition are major threats to the market.□

Some of the major players in the France Baby Oral Care industry analyzed in this report are Johnson & Johnson, Pigeon Corporation, Dodie, LG Government, Laboratoires Gilbert, Philips Avent, Oranfresh, BabyBite, Mustela, and NUK France.

#### Key Benefits For Stakeholders

Enable informed decision-making process and offer market analysis based on the current market situation and estimated future trends.

Analyze the key strategies adopted by major market players in France baby oral care market.

Assess and rank the top factors that are expected to affect the growth of France baby oral care market.

Top Player positioning provides a clear understanding of the present position of market players.

Detailed analysis of the France baby oral care market segmentation assists to determine the prevailing market opportunities.

Identify key investment pockets for various offerings in the market.

Additional benefits you will get with this purchase are:

- Quarterly Update and\* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
- 16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)
- 15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)
- Free data Pack on the Five and Enterprise User License. (Excel version of the report)
- Free Updated report if the report is 6-12 months old or older.
- 24-hour priority response\*
- Free Industry updates and white papers.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Manufacturing Capacity
- Consumer Buying Behavior Analysis
- End user preferences and pain points
- Investment Opportunities
- Product Life Cycles
- Average Consumer Expenditure
- Go To Market Strategy

#### Key Market Segments

##### By Type

- Toothpaste
- Floss
- Tooth Mousse
- Others
- Toothbrush
- Sub-Type
- Manual
- Electric

##### By End User

- Infant
- Toddler

##### By Distribution Channel

- Supermarkets and Hypermarkets
- Specialty Stores
- Convenience stores
- Online channels
- Others
- Key Market Players
- Johnson & Johnson
- Pigeon Corporation
- Dodie
- LG Government
- Laboratoires Gilbert
- Philips Avent
- Oranfresh
- BabyBite
- Mustela
- NUK France

#### **Table of Contents:**

##### CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits to the Stakeholders
- 1.4. Research Methodology
  - 1.4.1. Primary Research

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 1.4.2. Secondary Research
- 1.4.3. Analyst Tools and Models
- CHAPTER 2: EXECUTIVE SUMMARY
- 2.1. CXO Perspective
- CHAPTER 3: MARKET OVERVIEW
- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Impacting Factors
  - 3.2.2. Top Investment Pockets
- 3.3. Porter's Five Forces Analysis
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities
- 3.5. COVID-19 Impact Analysis on the market
- CHAPTER 4: FRANCE BABY ORAL CARE MARKET, BY TYPE
- 4.1. Overview
  - 4.1.1. Market Size and Forecast, By Type
- 4.2. Toothbrush
- 4.3. Toothpaste
- 4.4. Floss
- 4.5. Tooth Mousse
- 4.6. Others
- CHAPTER 5: FRANCE BABY ORAL CARE MARKET, BY END USER
- 5.1. Overview
  - 5.1.1. Market Size and Forecast, By End User
- 5.2. Infant
- 5.3. Toddler
- CHAPTER 6: FRANCE BABY ORAL CARE MARKET, BY DISTRIBUTION CHANNEL
- 6.1. Overview
  - 6.1.1. Market Size and Forecast, By Distribution Channel
- 6.2. Supermarkets and Hypermarkets
- 6.3. Specialty Stores
- 6.4. Convenience stores
- 6.5. Online channels
- 6.6. Others
- CHAPTER 7: COMPETITIVE LANDSCAPE
- 7.1. Introduction
- 7.2. Top winning strategies
- 7.3. Product Mapping of Top 10 Player
- 7.4. Competitive Dashboard
- 7.5. Competitive Heatmap
- 7.6. Top player positioning, 2021
- CHAPTER 8: COMPANY PROFILES
- 8.1. Johnson & Johnson
  - 8.1.1. Company overview
  - 8.1.2. Key Executives

- 8.1.3. Company snapshot
- 8.1.4. Operating business segments
- 8.1.5. Product portfolio
- 8.1.6. Business performance
- 8.1.7. Key strategic moves and developments
- 8.2. Pigeon Corporation
  - 8.2.1. Company overview
  - 8.2.2. Key Executives
  - 8.2.3. Company snapshot
  - 8.2.4. Operating business segments
  - 8.2.5. Product portfolio
  - 8.2.6. Business performance
  - 8.2.7. Key strategic moves and developments
- 8.3. Dodie
  - 8.3.1. Company overview
  - 8.3.2. Key Executives
  - 8.3.3. Company snapshot
  - 8.3.4. Operating business segments
  - 8.3.5. Product portfolio
  - 8.3.6. Business performance
  - 8.3.7. Key strategic moves and developments
- 8.4. LG Government
  - 8.4.1. Company overview
  - 8.4.2. Key Executives
  - 8.4.3. Company snapshot
  - 8.4.4. Operating business segments
  - 8.4.5. Product portfolio
  - 8.4.6. Business performance
  - 8.4.7. Key strategic moves and developments
- 8.5. Laboratoires Gilbert
  - 8.5.1. Company overview
  - 8.5.2. Key Executives
  - 8.5.3. Company snapshot
  - 8.5.4. Operating business segments
  - 8.5.5. Product portfolio
  - 8.5.6. Business performance
  - 8.5.7. Key strategic moves and developments
- 8.6. Philips Avent
  - 8.6.1. Company overview
  - 8.6.2. Key Executives
  - 8.6.3. Company snapshot
  - 8.6.4. Operating business segments
  - 8.6.5. Product portfolio
  - 8.6.6. Business performance
  - 8.6.7. Key strategic moves and developments
- 8.7. Oranfresh
  - 8.7.1. Company overview

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.7.2. Key Executives
- 8.7.3. Company snapshot
- 8.7.4. Operating business segments
- 8.7.5. Product portfolio
- 8.7.6. Business performance
- 8.7.7. Key strategic moves and developments
- 8.8. BabyBite
  - 8.8.1. Company overview
  - 8.8.2. Key Executives
  - 8.8.3. Company snapshot
  - 8.8.4. Operating business segments
  - 8.8.5. Product portfolio
  - 8.8.6. Business performance
  - 8.8.7. Key strategic moves and developments
- 8.9. Mustela
  - 8.9.1. Company overview
  - 8.9.2. Key Executives
  - 8.9.3. Company snapshot
  - 8.9.4. Operating business segments
  - 8.9.5. Product portfolio
  - 8.9.6. Business performance
  - 8.9.7. Key strategic moves and developments
- 8.10. NUK France
  - 8.10.1. Company overview
  - 8.10.2. Key Executives
  - 8.10.3. Company snapshot
  - 8.10.4. Operating business segments
  - 8.10.5. Product portfolio
  - 8.10.6. Business performance
  - 8.10.7. Key strategic moves and developments

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**France Baby Oral Care Market By Type (Toothbrush, Toothpaste, Floss, Tooth Mousse, Others), By End User (Infant, Toddler), By Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Convenience stores, Online channels, Others): Opportunity Analysis and Industry Forecast, 2022-2031**

Market Report | 2023-11-01 | 79 pages | Allied Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Cloud Access License	\$2119.50
	Business User License	\$3213.00
	Enterprise License	\$4995.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-05-07

Signature



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)