

Dental Preventive Supplies Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Report description:

The Global Dental Preventive Supplies Market reached USD 5.7 billion in 2023 and is projected to grow at a 4% CAGR from 2024 to 2032. Dental preventive supplies, which include a variety of products used to maintain oral health and prevent dental diseases, support daily oral hygiene and preventive care in both home and professional settings. These products are essential in reducing the incidence of cavities, gum disease, and other oral health conditions that may arise from poor oral hygiene. The increase in dental issues such as cavities, tooth decay, and gum disease is notably prevalent in areas with limited access to dental care, and factors like high sugar intake, tobacco use, and inconsistent oral hygiene continue to drive demand for preventive dental solutions. Preventive supplies address these challenges by helping reduce the risk of dental conditions and promoting long-term oral health.

Public awareness about oral health has also grown substantially, largely due to educational efforts from governments and healthcare organizations. These campaigns emphasize the significance of preventive dental care in avoiding serious issues such as gum disease, tooth decay, and potential tooth loss, underscoring the importance of daily oral hygiene habits. The market for dental preventive supplies is segmented by product type, with categories including tooth whitening and desensitizers, dental fluorides and varnish, prophylactic pastes and powders, sealants, dental floss, and mouth gels. Among these, the dental fluoride and varnish segment is expected to be worth USD 1.9 billion by 2032, driven by demand for products that strengthen tooth enamel and promote remineralization, effectively protecting teeth from early-stage decay.

By application, the market is divided into teeth whitening, teeth cleaning, and teeth coating. The teeth cleaning segment held the largest revenue share in 2023, valued at USD 2.5 billion. With a wide range of accessible products in both physical and online retail spaces, consumers are more inclined to purchase and use these items regularly, increasing segment growth. In terms of distribution channels, the market is segmented into drug stores, retail pharmacies, and e-commerce platforms.

Retail pharmacies are projected to reach USD 3.7 billion by 2032, thanks to their accessibility and availability in local communities, which drive steady demand for preventive dental supplies. Regionally, North America was valued at USD 2.2 billion in 2023, with expectations of a 3.8% CAGR through the forecast period. The region's strong healthcare infrastructure and high healthcare spending contribute to its market growth and consumer focus on oral health and preventive care.

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Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Market scope & definition

1.2 Research design

1.2.1 Research approach

1.2.2 Data collection methods

1.3 Base estimates & calculations

1.3.1 Base year calculation

1.3.2 Key trends for market estimation

1.4 Forecast model

1.5 Primary research and validation

1.5.1 Primary sources

1.5.2 Data mining sources

Chapter 2 Executive Summary

2.1 Industry 360 synopsis

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.2 Industry impact forces

3.2.1 Growth drivers

3.2.1.1 Growing oral health awareness

3.2.1.2 Increasing prevalence of dental disorders

3.2.1.3 Technological advancements in dental preventive supplies

3.2.2 Industry pitfalls & challenges

3.2.2.1 High cost associated with dental procedures

3.3 Growth potential analysis

3.3.1 By product type

3.3.2 By application

3.3.3 By distribution channel

3.4 Regulatory landscape

3.4.1 U.S.

3.4.2 Europe

3.5 Technological landscape

3.5.1 Core technologies

3.5.2 Adjacent technologies

3.6 Future market trends

3.7 Gap analysis

3.8 Porter's analysis

3.9 PESTEL analysis

Chapter 4 Competitive Landscape, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Company matrix analysis

4.4 Competitive analysis of major market players

4.5 Competitive positioning matrix

4.6 Strategy dashboard

Chapter 5 Market Estimates and Forecast, By Product Type, 2021 - 2032 (\$ Mn)

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5.1 Key trends

5.2 Dental fluorides and varnish

5.3 Tooth whitening and desensitizers

5.4 Prophylactic paste & powder

5.5 Sealants

5.6 Dental floss

5.7 Mouth gels

5.8 Other product types

Chapter 6 Market Estimates and Forecast, By Application, 2021 - 2032 (\$ Mn)

6.1 Key trends

6.2 Teeth cleaning

6.3 Teeth whitening

6.4 Teeth coating

Chapter 7 Market Estimates and Forecast, By Distribution Channel, 2021 - 2032 (\$ Mn)

7.1 Key trends

7.2 Retail pharmacies

7.3 Drug stores

7.4 E-commerce

Chapter 8 Market Estimates and Forecast, By Region, 2021 - 2032 (\$ Mn)

8.1 Key trends

8.2 North America

8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 Germany

8.3.2 UK

8.3.3 France

8.3.4 Spain

8.3.5 Italy

8.3.6 Netherlands

8.4 Asia Pacific

8.4.1 China

8.4.2 Japan

8.4.3 India

8.4.4 Australia

8.4.5 South Korea

8.5 Latin America

8.5.1 Brazil

8.5.2 Mexico

8.5.3 Argentina

8.6 Middle East and Africa

8.6.1 South Africa

8.6.2 Saudi Arabia

8.6.3 UAE

Chapter 9 Company Profiles

9.1 Church & Dwight

9.2 Colgate-Palmolive Company

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- 9.3 Dentsply Sirona
- 9.4 GC International
- 9.5 Haleon
- 9.6 Henry Schein
- 9.7 Hu-Friedy
- 9.8 Ivoclar Vivadent
- 9.9 Johnson & Johnson
- 9.10 Kerr Corporation
- 9.11 Sunstar Suisse
- 9.12 The Procter & Gamble Company
- 9.13 Ultradent Products
- 9.14 Young Innovations
- 9.15 3M Company

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