

Ayurvedic Toothpaste - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Ayurvedic Toothpaste Market size is estimated at USD 1.30 billion in 2025, and is expected to reach USD 2.53 billion by 2030, at a CAGR of 14.21% during the forecast period (2025-2030).

The rise in healthcare expenditure and premiumization of products is increasing the market's growth. The market players are creating innovative strategies to market their products through e-commerce websites as well as advertisements, due to which consumers are attracted to the products. Ayurvedic toothpaste is made with ingredients like aloe vera, soda, myrrh, eucalyptus oil, plant extract, and essential oils. It is free from toxic ingredients, such as parabens, fluorides, and artificial sweeteners, which have increased the demand for the product. As people become more conscious of their oral hygiene and health, demand for such Ayurvedic products is expected to rise shortly.

The governments of many regions are conducting oral health campaigns to make people aware of oral health and hygiene. One of the campaigns, such as World Oral Health Day, focuses on highlighting the benefits of good oral health, spreading awareness about oral diseases, and promoting oral hygiene maintenance. Long-term demand for ayurvedic toothpaste is expected to rise due to increased consumer demand for chemical-free, eco-friendly products and a surge in product development spurred by current market potentials. This attracts producers to the expanding sector of Ayurveda and botanical extracts, which are gaining consumer appeal due to their functional and organic complexity. The market is expected to expand in the coming years due to rising oral health concerns among all age groups and increased customer awareness of the benefits of using Ayurvedic products.

On the occasion of the 6th Ayurveda Day, African Consumer Care Ltd, a subsidiary of Dabur International Ltd, unveiled the Dabur Red Ayurvedic Toothpaste in November 2021. This launch marked the company's commitment to the promotion of Ayurvedic oral care solutions, providing consumers with a natural and effective option for their dental hygiene needs. Additionally, the rising

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demand for sustainable, chemical-free, and eco-friendly products has propelled the demand for ayurvedic toothpaste in the global market. Also, the demand is fueled by consumer preferences for multifunctional toothpaste, as these products help in the mineralization of teeth and gums.

Ayurvedic Toothpaste Market Trends

Deterring Oral Health Among Population Globally

The prevalence of oral diseases continues to increase with growing urbanization and changes in living conditions, primarily owing to inadequate exposure to fluoride, the availability, and affordability of foods with high sugar content, and poor access to oral healthcare services in the community. Furthermore, the rapid consumption of sugary foods and beverages, tobacco, and alcohol has contributed to global oral health problems. According to the World Health Organization (WHO), oral diseases are a significant problem in many countries and affect people throughout their lives, causing pain, discomfort, disfigurement, and even death.

According to the Health Resources and Services Administration (HRSA), Louisiana had the highest rate of oral health problems among children and adolescents aged 1 to 17 years in 2021. Approximately 19% of kids and teenagers in Louisiana were reported to have oral health issues at that time. In comparison, across the United States, such cases were present in 14% of children and adolescents. Furthermore, organic or ayurvedic toothpaste is perceived as a safe product with the fewest side effects. Additionally, ayurvedic toothpaste is known for its ingredients, which include herbs and spices to strengthen the teeth. Hence, the prevalence of such issues and the increased awareness about using ayurvedic toothpaste is expected to further boost the market studied over the forecast period.

Moreover, with the increased expenditure on oral healthcare, consumers across the world have started taking preventive measures, which, in turn, has increased the demand for effective oral care products, including herbal or ayurvedic toothpaste. Also, customers' perceptions regarding benefits, brand awareness, pricing, flavors, the company's credibility, and the availability of product information are some of the elements that impact their choice of Ayurvedic toothpaste.

Asia-Pacific Dominates the Ayurvedic Toothpaste Market

The Asia-Pacific region holds the major market share in the global market, with major countries such as India, China, South Korea, and Thailand. Moreover, research-based evidence suggests that ayurvedic toothpaste has various functional benefits over commercially available toothpaste. The herbal industry's roots can be traced back to ancient history, especially in countries like India. Traditional Ayurvedic products, including toothpaste, are becoming more popular as people become more aware of the concept as an alternative to chemical formulations that pushes for a holistic and personalized approach in all areas, including the personal care products business. The market in the country is further expected to grow faster, owing to the Indian government's promotion of indigenous products and increasing nationalistic tendencies.

In March 2023, Red Seal, a natural health products company based in New Zealand, introduced six new oral care products. The company uses herbal remedies instead of artificial and harsh chemicals in its products. Complete care, whitening, and kids are among the herbal and mineral toothpaste offerings. All new products are available in fluoride and fluoride-free formulations. As consumer concerns about general hygiene persist, Asia's top fast-moving consumer goods companies are diversifying their oral care portfolio by entering new and niche categories, such as Ayurvedic or herbal toothpaste. Ayurveda's global reach is pushed further by the Asian population migrating to foreign countries, creating a promising market for traditional oral care products, such as toothpaste. Also, premiumization is an increasing trend in oral care, boosting the number of imported or value-added toothpaste brands. These products are stocked on retail shelves and promoted by stores to improve regional product penetration.

Ayurvedic Toothpaste Industry Overview

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The Ayurvedic toothpaste market is highly competitive, with key players like Dabur India Ltd, Colgate-Palmolive Company, Patanjali Ayurved, Himalaya Global Holdings Ltd., and Vicco Laboratories. The prominent market players have been developing new and innovative products and targeting new consumer demographics. Additionally, these companies are focusing on increasing the production capacities of their existing plants while investing in R&D activities. These players differentiate their products in terms of ingredients, functionality, packaging, and price to gain a competitive advantage.

Additional Benefits:

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

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