

China Oral Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The China Oral Care Market size is estimated at USD 8.14 billion in 2025, and is expected to reach USD 10.10 billion by 2030, at a CAGR of 4.43% during the forecast period (2025-2030).

Rising awareness about oral hygiene, dental hygiene, and growing incidences of dental caries are fuelling the growth of the oral care products market. Advancements in technology and the development of newer techniques for manufacturing oral care products are boosting the market's growth.

The continuously growing population, coupled with an increase in household income levels, has boosted the consumers' consumption power. Thus, the demand for oral care products is steadily rising in China. Stringent regulations are hindering the growth of the oral care products market. The regulatory compliance process in China involves four main steps, namely formula review, labeling review, functional claiming examination, and customs clearance.

Owing to a vast retail space catering to a wide variety of preferences, supermarkets and hypermarkets are the dominant channels for the sale of oral care products. Supermarkets and hypermarkets have an abundance of choices for various oral care categories. Consumers buying oral care products from supermarkets and hypermarkets can choose from a range of novel packaging options, from pump dispensers to aerosols. Manufacturers have made significant innovations in outer packaging by foil blocking and high color printing as brands bid for attention. Small-format supermarkets are expected to continue to gain popularity in high-tier cities. Many supermarket/hypermarket operators adopted a multi-format strategy and opened small-format stores over the review period. Retailers like Yonghui and Carrefour are opening small-format supermarkets close to the community, which may increase the penetration of oral care products.

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Deterring Oral Health Among the Population

Consumers' rapidly changing lifestyles, improper diets, including sugar-rich diets, and the increased consumption of alcohol and tobacco have made oral health one of the major public health problems. According to the World Health Organization, oral diseases pose a major issue for many countries and affect people throughout their lifetime, causing pain, discomfort, disfigurement, and even death. Consumers in China had severe caries and poor periodontal conditions, and the prevalence of caries was above 50% in all age groups. The National Oral Health Epidemiological Investigation in China has been conducting surveys regarding the oral care of the population. It revealed that a major population of the country is suffering from oral problems. This factor has resulted in consumers' shifting preference for oral care products, as they are moving from economical options to high- and middle-tiered ones.

Branded Toothpastes Dominate the Market

Toothpaste is a commonly preferred oral care product in the market, mainly due to the inclination toward oral hygiene and awareness about maintaining a healthy lifestyle. Due to growing consumer knowledge of the advantages of such products, the natural and organic trend in the dental care industry gained traction nationwide. The introduction of oral care products, including toothpaste with activated charcoal and active salts, among other ingredients, specifically created to remove bad odor and support the effectiveness in cleaning sensitive teeth, has been a significant opportunity for both new entrants and established players. Fluoride-based toothpaste products are commonly used by consumers for their associated health benefits.

China Oral Care Industry Overview

China's oral care market is consolidated due to the strong presence of companies like Colgate-Palmolive Company, Unilever PLC, Chongqing Textile Holding (Group) Company, Guangzhou Weimeizi Industrial Co. Ltd, and Oral Essentials Inc. The major players are investing in launching specific products to meet the rising demand for premium products. These players focus on leveraging opportunities posed by emerging markets to expand their product portfolios to cater to the requirements for various applications, especially gum and plaque issues and sensitivity or pain relief. The key players are embarking on partnerships in the market to cater to local consumers' interests, concentrating on innovations with the segment of interest and further increasing the distribution of their products. Expansion is another strategy preferred by the companies, such as Amway Corporation, to strengthen their market dominance.

Additional Benefits:

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

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