

Global Ayurvedic Toothpaste Market Size study, by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Retail, Pharmacies/Drug Stores, Other Distribution Channels), and Regional Forecasts 2021-2027

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Abstracts

Global Ayurvedic Toothpaste Market is valued at approximately USD 0.77 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 13.41 % over the forecast period 2021-2027. Natural and certified organic components such as Olive oil, aloe, eucalyptus oil, myrrh, chamomile, calendula, neem, toothbrush tree, plant extracts, and essential oils are used to make ayurvedic toothpaste. The industry's growth has been propelled by the market's large-scale promotional operations, as well as increased awareness about the benefits of utilizing ayurvedic goods, as the industry's main players engage heavily in advertising and publicity. Dabur, for example, began supporting #Vocalforlocal commercials for its products in 2020, including Red ayurvedic toothpaste. As a result, such factors are expected to fuel market expansion over the forecast period. With rising demand, prominent market players are focusing their R&D efforts on developing new and improved toothpaste varieties in terms of ingredients, flavours, packaging, and advantages. For example, In November 2020, Auomere introduced their popular fresh mint ayurvedic toothpaste in zero-waste glass jars with a metal cover and wooden serving spoon for ecologically conscious clients looking for an eco-friendly alternative to standard toothpaste tubes. . This packaging is made entirely of paper and is 100 percent recyclable, distinguishing Auomere from its competitors and giving it a competitive advantage. Similarly, in 2018, Vedshakti was created in Thailand by Colgate-Palmolive, one of the world's largest toothpaste manufacturers, to expand its portfolio in the high-priced natural product market. However, herbal toothpastes also remain competitive in terms of pricing to chemical-based toothpastes which may impede market growth over the forecast period of

2021-2027.

The regional analysis of the Global Ayurvedic Toothpaste Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is the leading region across the world in terms of market share due to the creation of the Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy (AYUSH) ministry by the government which contributed to the market growth. Whereas North America is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growing concerns for tooth abrasions caused by chemical substances in toothpaste and advancements in the oral care across the region.

Major market player included in this report are:

Dabur India Ltd

Colgate-Palmolive Company

Patanjali Ayurved Ltd

Himalaya Wellness Company

Vicco Laboratories

Unilever

Amway

GlaxoSmithKline PLC

Auromere Inc.

Procter & Gamble

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online Retail

Pharmacies/Drug Stores

Other Distribution Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027.

Target Audience of the Global Ayurvedic Toothpaste Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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