

# **Global Pediatric Oral Care Market Size study & Forecast, by Product (Toothpaste, Toothbrushes, Denture products, Mouthwash, Others), by Application (Home, Dentistry), by Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Online Retailers, Others) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/GB3D6A3D16C0EN.html>

Date: January 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GB3D6A3D16C0EN

## **Abstracts**

Global Pediatric Oral Care Market is valued at approximately USD 8.5 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 6.9% over the forecast period 2022-2029. Pediatric oral care ensures the child's primary teeth are healthy and free of decay and other dental diseases. Pediatric oral care includes products such as toothpaste, toothbrushes, denture products, mouthwash, and many others that help to keep the mouth clean and hygienic. These products are specially designed for newborns, toddlers, and children to avoid oral disorders like foul breathing, tooth decay, and tongue thirsting. The increasing awareness of pediatric oral care products, the growing disposable income of the customers, coupled with the technological developments in oral care products are the primary factors that are surging the market demand across the globe.

The growing incidences of oral diseases among pediatrics are largely preventable that is posing a health burden and causing pain, disfigurement, and discomfort. The World Health Organization (WHO) reported that approximately 520 million children are affected with caries of primary teeth. Likewise, According to the Centers for Disease Control and Prevention, there are children (aged 6 to 8) suffer from having at least one cavity in a baby's (primary) tooth, along with more than half of teenagers (ages 12 -19) have at least one cavity in a permanent tooth. Consequentially, the high prevalence of various oral diseases is exhibiting a direct influence on the market demand, which is

supporting market expansion. Moreover, the rising introduction of innovative products, as well as the increasing availability of products on various e-commerce platforms are presenting various lucrative opportunities over the forecasting years. However, the increase in competitive pricing and limitations of electric toothbrushes are challenging the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Pediatric Oral Care Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia Pacific dominated the market in terms of revenue, owing to the growing awareness regarding kids' oral care products and the rising incidence of oral diseases among children. Asia Pacific is also expected to grow with the highest CAGR during the forecast period, owing to factors such as rising target populations, increasing expenditure on maintaining oral hygiene, geographic expansion of key players, and active participation of government and nonprofit organizations in the market space.

Major market players included in this report are:

Colgate-Palmolive Company

Johnson & Johnson

Church & Dwight Co. Inc.

Unilever

Proctor & Gamble

Pigeon Corporation

Anchor Group

Oriflame

Amway

Dr. Fresh

Recent Developments in the Market:

In July 2019, Colgate declared that the company entered into a partnership agreement with a top YouTube star, Ryan with the aim of introducing a new kids' oral care product line to encourage kids for maintaining their brushing routine.

Global Pediatric Oral Care Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Application, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World  
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Product:**

- Toothpaste
- Toothbrushes
- Denture products
- Mouthwash
- Others

**By Application:**

- Home
- Dentistry

**By Distribution Channel:**

- Hypermarkets/Supermarkets
- Specialty Stores
- Online Retailers
- Others

**By Region:**

- North America
- U.S.
- Canada
- Europe
- UK
- Germany

France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
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RoLA  
Rest of the World

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