

Global Sensitive Toothpaste Market Size study & Forecast, by Application (Whitening, Rapid Relief, Herbal), by Age Group

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Abstracts

Global Sensitive Toothpaste Market is valued at approximately USD 1.58 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.3% over the forecast period 2023-2030. Sensitive toothpaste is a specialized oral care product designed to alleviate tooth sensitivity and provide relief to individuals having discomfort or pain while consuming hot, cold, sweet, or acidic foods and beverages. It is formulated with ingredients that help reduce sensitivity by targeting the underlying causes and protecting sensitive tooth surfaces. The Sensitive Toothpaste market is expanding because of factors such as increasing oral health concerns and rising tobacco consumption. Sensitive toothpaste is designed to be used as part of a regular oral hygiene routine.

People are actively seeking specialized toothpaste solutions to address tooth sensitivity issues caused by factors such as enamel erosion, gum recession, or exposed dentin. Sensitive toothpaste, formulated with ingredients to alleviate discomfort and protect sensitive teeth, has become a popular choice for consumers aiming to enhance their oral health and alleviate discomfort associated with sensitivity. According to the World Health Organization's Global Oral Health Status Report, in 2022 oral diseases impact around 3.5 billion people worldwide, with 3 out of every 4 affected people residing in middle-income nations. Caries of permanent teeth affect an estimated 2 billion individuals worldwide, while caries of primary teeth affect 514 million children. Furthermore, in 2020, the global incidence of lip and oral cavity cancer accounts 377, 713 number of new cases and 177, 757 numbers of deaths. Another important factor that drives the Sensitive Toothpaste market is increasing tobacco consumption. Tobacco consumption, particularly smoking, can have negative effects on oral health, including tooth sensitivity. The chemicals and toxins present in tobacco products can

damage teeth and gums, leading to various oral health issues. In addition, as per World Health Organization, in 2020, 22.3% of the worldwide population, 36.7% of men, and 7.8% of women consumed cigarettes. Moreover, the rising popularity of whitening toothpaste and increasing demand for herbal toothpaste is anticipated to create lucrative growth opportunities for the market over the forecast period. However, the lack of awareness regarding oral health and rising demand for liquid mouthwash stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Sensitive Toothpaste Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing demand for oral health care and the growing numbers of dental hospitals and clinics in the region. Furthermore, Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as increasing demand for oral care products among consumers in China and India and growing awareness about oral hygiene in the region.

Major market player included in this report are:

Unilever Plc

Dabur

Amway Corp

Procter & Gamble

Coswell SPA

Colgate-Palmolive Company

Johnson & Johnson Services, Inc

Lion Corporation

Church & Dwight Co, Inc

Patanjali Ayurved

Recent Developments in the Market:

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In June 2023, Sensodyne has broadened its offerings in sensitivity and gum care by introducing a product designed to reinforce tooth enamel. The newly launched Sensodyne Sensitivity Gum & Enamel toothpaste boasts a comprehensive Daily Triple Action formula. This innovation is aimed at safeguarding sensitive teeth, counteracting plaque bacteria for improved gum health, and enhancing enamel strength. The product's novel Micro Foam formulation efficiently targets and eliminates plaque bacteria residing in challenging-to-access areas between teeth and along the gumline, contributing to the restoration of gum well-being.

Global Sensitive Toothpaste Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Application, Age Group, Distribution Channel, Type, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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 Application

Whitening

Rapid Relief

Herbal

By Age Group

Kids

Adults

By Distribution Channel

Supermarket/Hypermarkets

Independent retail stores

Pharmacy

Online sales channel

By Type

Low Sensitive Toothpaste

Highly Sensitive Toothpaste

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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