

# Global Dry Mouth Toothpaste Market Research Report 2025(Status and Outlook)

<https://marketpublishers.com/r/D78707B8227AEN.html>

Date: July 2025

Pages: 142

Price: US\$ 3,200.00 (Single User License)

ID: D78707B8227AEN

## Abstracts

### Report Overview

The dry mouth toothpaste market caters to individuals suffering from xerostomia, a condition characterized by reduced saliva production, often caused by medications, medical treatments, or aging. These specialized toothpastes are formulated without sodium lauryl sulfate (SLS), a common irritant, and often include moisturizing agents like xylitol or aloe vera to soothe oral tissues while providing cavity protection. The market is driven by an aging population, increased medication use, and growing awareness of oral health linked to systemic conditions such as diabetes. Key players focus on gentle, fluoride-based formulations, with innovations like enzyme-enhanced or pH-balancing variants gaining traction. Demand is further supported by dental professionals recommending specialized products for patients with chronic dry mouth. The competitive landscape includes both mainstream oral care brands and niche pharmaceutical manufacturers, with distribution channels spanning pharmacies, e-commerce, and supermarkets. Regional growth is strongest in North America and Europe, where healthcare accessibility and consumer education are high, though emerging markets show potential as awareness spreads. Regulatory emphasis on ingredient safety and efficacy shapes product development, with claims often requiring clinical validation. Sustainability trends are also influencing packaging and formulation choices, aligning with broader consumer preferences for eco-friendly oral care.

This report provides a deep insight into the global Dry Mouth Toothpaste market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and

strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Dry Mouth Toothpaste Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Dry Mouth Toothpaste market in any manner.

### Global Dry Mouth Toothpaste Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### **Key Company**

Biot?ne  
Crest  
BioXtra  
Allday  
Jordan  
SUNSTAR  
Xerostom  
Sprinjene  
NIPPON ZETTOC  
TheraBreath

#### **Market Segmentation (by Type)**

Fluoride Free Dry Mouth Toothpaste  
Fluoride Dry Mouth Toothpaste

#### **Market Segmentation (by Application)**

Online Sales

Offline Sales

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Dry Mouth Toothpaste Market

Overview of the regional outlook of the Dry Mouth Toothpaste Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Dry Mouth Toothpaste Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream

and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Dry Mouth Toothpaste, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change  
This enables you to anticipate market changes to remain ahead of your competitors  
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Dry Mouth Toothpaste
- 1.2 Key Market Segments
  - 1.2.1 Dry Mouth Toothpaste Segment by Type
  - 1.2.2 Dry Mouth Toothpaste Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 DRY MOUTH TOOTHPASTE MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Dry Mouth Toothpaste Market Size (M USD) Estimates and Forecasts (2020-2033)
  - 2.1.2 Global Dry Mouth Toothpaste Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 DRY MOUTH TOOTHPASTE MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Dry Mouth Toothpaste Product Life Cycle
- 3.3 Global Dry Mouth Toothpaste Sales by Manufacturers (2020-2025)
- 3.4 Global Dry Mouth Toothpaste Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Dry Mouth Toothpaste Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Dry Mouth Toothpaste Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Dry Mouth Toothpaste Market Competitive Situation and Trends
  - 3.8.1 Dry Mouth Toothpaste Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Dry Mouth Toothpaste Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

## **4 DRY MOUTH TOOTHPASTE INDUSTRY CHAIN ANALYSIS**

- 4.1 Dry Mouth Toothpaste Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF DRY MOUTH TOOTHPASTE MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Dry Mouth Toothpaste Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Dry Mouth Toothpaste Market
- 5.7 ESG Ratings of Leading Companies

## **6 DRY MOUTH TOOTHPASTE MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Dry Mouth Toothpaste Sales Market Share by Type (2020-2025)
- 6.3 Global Dry Mouth Toothpaste Market Size Market Share by Type (2020-2025)
- 6.4 Global Dry Mouth Toothpaste Price by Type (2020-2025)

## **7 DRY MOUTH TOOTHPASTE MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

- 7.2 Global Dry Mouth Toothpaste Market Sales by Application (2020-2025)
- 7.3 Global Dry Mouth Toothpaste Market Size (M USD) by Application (2020-2025)
- 7.4 Global Dry Mouth Toothpaste Sales Growth Rate by Application (2020-2025)

## **8 DRY MOUTH TOOTHPASTE MARKET SALES BY REGION**

- 8.1 Global Dry Mouth Toothpaste Sales by Region
  - 8.1.1 Global Dry Mouth Toothpaste Sales by Region
  - 8.1.2 Global Dry Mouth Toothpaste Sales Market Share by Region
- 8.2 Global Dry Mouth Toothpaste Market Size by Region
  - 8.2.1 Global Dry Mouth Toothpaste Market Size by Region
  - 8.2.2 Global Dry Mouth Toothpaste Market Size Market Share by Region
- 8.3 North America
  - 8.3.1 North America Dry Mouth Toothpaste Sales by Country
  - 8.3.2 North America Dry Mouth Toothpaste Market Size by Country
  - 8.3.3 U.S. Market Overview
  - 8.3.4 Canada Market Overview
  - 8.3.5 Mexico Market Overview
- 8.4 Europe
  - 8.4.1 Europe Dry Mouth Toothpaste Sales by Country
  - 8.4.2 Europe Dry Mouth Toothpaste Market Size by Country
  - 8.4.3 Germany Market Overview
  - 8.4.4 France Market Overview
  - 8.4.5 U.K. Market Overview
  - 8.4.6 Italy Market Overview
  - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
  - 8.5.1 Asia Pacific Dry Mouth Toothpaste Sales by Region
  - 8.5.2 Asia Pacific Dry Mouth Toothpaste Market Size by Region
  - 8.5.3 China Market Overview
  - 8.5.4 Japan Market Overview
  - 8.5.5 South Korea Market Overview
  - 8.5.6 India Market Overview
  - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
  - 8.6.1 South America Dry Mouth Toothpaste Sales by Country
  - 8.6.2 South America Dry Mouth Toothpaste Market Size by Country
  - 8.6.3 Brazil Market Overview
  - 8.6.4 Argentina Market Overview

- 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa Dry Mouth Toothpaste Sales by Region
  - 8.7.2 Middle East and Africa Dry Mouth Toothpaste Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 DRY MOUTH TOOTHPASTE MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Dry Mouth Toothpaste by Region(2020-2025)
- 9.2 Global Dry Mouth Toothpaste Revenue Market Share by Region (2020-2025)
- 9.3 Global Dry Mouth Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Dry Mouth Toothpaste Production
  - 9.4.1 North America Dry Mouth Toothpaste Production Growth Rate (2020-2025)
  - 9.4.2 North America Dry Mouth Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Dry Mouth Toothpaste Production
  - 9.5.1 Europe Dry Mouth Toothpaste Production Growth Rate (2020-2025)
  - 9.5.2 Europe Dry Mouth Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Dry Mouth Toothpaste Production (2020-2025)
  - 9.6.1 Japan Dry Mouth Toothpaste Production Growth Rate (2020-2025)
  - 9.6.2 Japan Dry Mouth Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Dry Mouth Toothpaste Production (2020-2025)
  - 9.7.1 China Dry Mouth Toothpaste Production Growth Rate (2020-2025)
  - 9.7.2 China Dry Mouth Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Biot?ne
  - 10.1.1 Biot?ne Basic Information
  - 10.1.2 Biot?ne Dry Mouth Toothpaste Product Overview
  - 10.1.3 Biot?ne Dry Mouth Toothpaste Product Market Performance

- 10.1.4 Biot?ne Business Overview
- 10.1.5 Biot?ne SWOT Analysis
- 10.1.6 Biot?ne Recent Developments
- 10.2 Crest
  - 10.2.1 Crest Basic Information
  - 10.2.2 Crest Dry Mouth Toothpaste Product Overview
  - 10.2.3 Crest Dry Mouth Toothpaste Product Market Performance
  - 10.2.4 Crest Business Overview
  - 10.2.5 Crest SWOT Analysis
  - 10.2.6 Crest Recent Developments
- 10.3 BioXtra
  - 10.3.1 BioXtra Basic Information
  - 10.3.2 BioXtra Dry Mouth Toothpaste Product Overview
  - 10.3.3 BioXtra Dry Mouth Toothpaste Product Market Performance
  - 10.3.4 BioXtra Business Overview
  - 10.3.5 BioXtra SWOT Analysis
  - 10.3.6 BioXtra Recent Developments
- 10.4 Allday
  - 10.4.1 Allday Basic Information
  - 10.4.2 Allday Dry Mouth Toothpaste Product Overview
  - 10.4.3 Allday Dry Mouth Toothpaste Product Market Performance
  - 10.4.4 Allday Business Overview
  - 10.4.5 Allday Recent Developments
- 10.5 Jordan
  - 10.5.1 Jordan Basic Information
  - 10.5.2 Jordan Dry Mouth Toothpaste Product Overview
  - 10.5.3 Jordan Dry Mouth Toothpaste Product Market Performance
  - 10.5.4 Jordan Business Overview
  - 10.5.5 Jordan Recent Developments
- 10.6 SUNSTAR
  - 10.6.1 SUNSTAR Basic Information
  - 10.6.2 SUNSTAR Dry Mouth Toothpaste Product Overview
  - 10.6.3 SUNSTAR Dry Mouth Toothpaste Product Market Performance
  - 10.6.4 SUNSTAR Business Overview
  - 10.6.5 SUNSTAR Recent Developments
- 10.7 Xerostom
  - 10.7.1 Xerostom Basic Information
  - 10.7.2 Xerostom Dry Mouth Toothpaste Product Overview
  - 10.7.3 Xerostom Dry Mouth Toothpaste Product Market Performance

- 10.7.4 Xerostom Business Overview
- 10.7.5 Xerostom Recent Developments
- 10.8 Sprinjene
  - 10.8.1 Sprinjene Basic Information
  - 10.8.2 Sprinjene Dry Mouth Toothpaste Product Overview
  - 10.8.3 Sprinjene Dry Mouth Toothpaste Product Market Performance
  - 10.8.4 Sprinjene Business Overview
  - 10.8.5 Sprinjene Recent Developments
- 10.9 NIPPON ZETTOC
  - 10.9.1 NIPPON ZETTOC Basic Information
  - 10.9.2 NIPPON ZETTOC Dry Mouth Toothpaste Product Overview
  - 10.9.3 NIPPON ZETTOC Dry Mouth Toothpaste Product Market Performance
  - 10.9.4 NIPPON ZETTOC Business Overview
  - 10.9.5 NIPPON ZETTOC Recent Developments
- 10.10 TheraBreath
  - 10.10.1 TheraBreath Basic Information
  - 10.10.2 TheraBreath Dry Mouth Toothpaste Product Overview
  - 10.10.3 TheraBreath Dry Mouth Toothpaste Product Market Performance
  - 10.10.4 TheraBreath Business Overview
  - 10.10.5 TheraBreath Recent Developments

## **11 DRY MOUTH TOOTHPASTE MARKET FORECAST BY REGION**

- 11.1 Global Dry Mouth Toothpaste Market Size Forecast
- 11.2 Global Dry Mouth Toothpaste Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Dry Mouth Toothpaste Market Size Forecast by Country
  - 11.2.3 Asia Pacific Dry Mouth Toothpaste Market Size Forecast by Region
  - 11.2.4 South America Dry Mouth Toothpaste Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Dry Mouth Toothpaste by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

- 12.1 Global Dry Mouth Toothpaste Market Forecast by Type (2026-2033)
  - 12.1.1 Global Forecasted Sales of Dry Mouth Toothpaste by Type (2026-2033)
  - 12.1.2 Global Dry Mouth Toothpaste Market Size Forecast by Type (2026-2033)
  - 12.1.3 Global Forecasted Price of Dry Mouth Toothpaste by Type (2026-2033)
- 12.2 Global Dry Mouth Toothpaste Market Forecast by Application (2026-2033)
  - 12.2.1 Global Dry Mouth Toothpaste Sales (K Units) Forecast by Application

## 12.2.2 Global Dry Mouth Toothpaste Market Size (M USD) Forecast by Application (2026-2033)

### **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Dry Mouth Toothpaste Market Size Comparison by Region (M USD)
- Table 5. Global Dry Mouth Toothpaste Sales (K Units) by Manufacturers (2020-2025)
- Table 6. Global Dry Mouth Toothpaste Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global Dry Mouth Toothpaste Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global Dry Mouth Toothpaste Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Dry Mouth Toothpaste as of 2024)
- Table 10. Global Market Dry Mouth Toothpaste Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global Dry Mouth Toothpaste Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Market Overview of Key Raw Materials
- Table 16. Midstream Market Analysis
- Table 17. Downstream Customer Analysis
- Table 18. Key Development Trends
- Table 19. Driving Factors
- Table 20. Dry Mouth Toothpaste Market Challenges
- Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 25. Global Dry Mouth Toothpaste Sales by Type (K Units)
- Table 26. Global Dry Mouth Toothpaste Market Size by Type (M USD)
- Table 27. Global Dry Mouth Toothpaste Sales (K Units) by Type (2020-2025)
- Table 28. Global Dry Mouth Toothpaste Sales Market Share by Type (2020-2025)
- Table 29. Global Dry Mouth Toothpaste Market Size (M USD) by Type (2020-2025)

- Table 30. Global Dry Mouth Toothpaste Market Size Share by Type (2020-2025)
- Table 31. Global Dry Mouth Toothpaste Price (USD/Unit) by Type (2020-2025)
- Table 32. Global Dry Mouth Toothpaste Sales (K Units) by Application
- Table 33. Global Dry Mouth Toothpaste Market Size by Application
- Table 34. Global Dry Mouth Toothpaste Sales by Application (2020-2025) & (K Units)
- Table 35. Global Dry Mouth Toothpaste Sales Market Share by Application (2020-2025)
- Table 36. Global Dry Mouth Toothpaste Market Size by Application (2020-2025) & (M USD)
- Table 37. Global Dry Mouth Toothpaste Market Share by Application (2020-2025)
- Table 38. Global Dry Mouth Toothpaste Sales Growth Rate by Application (2020-2025)
- Table 39. Global Dry Mouth Toothpaste Sales by Region (2020-2025) & (K Units)
- Table 40. Global Dry Mouth Toothpaste Sales Market Share by Region (2020-2025)
- Table 41. Global Dry Mouth Toothpaste Market Size by Region (2020-2025) & (M USD)
- Table 42. Global Dry Mouth Toothpaste Market Size Market Share by Region (2020-2025)
- Table 43. North America Dry Mouth Toothpaste Sales by Country (2020-2025) & (K Units)
- Table 44. North America Dry Mouth Toothpaste Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe Dry Mouth Toothpaste Sales by Country (2020-2025) & (K Units)
- Table 46. Europe Dry Mouth Toothpaste Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific Dry Mouth Toothpaste Sales by Region (2020-2025) & (K Units)
- Table 48. Asia Pacific Dry Mouth Toothpaste Market Size by Region (2020-2025) & (M USD)
- Table 49. South America Dry Mouth Toothpaste Sales by Country (2020-2025) & (K Units)
- Table 50. South America Dry Mouth Toothpaste Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa Dry Mouth Toothpaste Sales by Region (2020-2025) & (K Units)
- Table 52. Middle East and Africa Dry Mouth Toothpaste Market Size by Region (2020-2025) & (M USD)
- Table 53. Global Dry Mouth Toothpaste Production (K Units) by Region(2020-2025)
- Table 54. Global Dry Mouth Toothpaste Revenue (US\$ Million) by Region (2020-2025)
- Table 55. Global Dry Mouth Toothpaste Revenue Market Share by Region (2020-2025)
- Table 56. Global Dry Mouth Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 57. North America Dry Mouth Toothpaste Production (K Units), Revenue (US\$

Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Dry Mouth Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Dry Mouth Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Dry Mouth Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. Biot?ne Basic Information

Table 62. Biot?ne Dry Mouth Toothpaste Product Overview

Table 63. Biot?ne Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Biot?ne Business Overview

Table 65. Biot?ne SWOT Analysis

Table 66. Biot?ne Recent Developments

Table 67. Crest Basic Information

Table 68. Crest Dry Mouth Toothpaste Product Overview

Table 69. Crest Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Crest Business Overview

Table 71. Crest SWOT Analysis

Table 72. Crest Recent Developments

Table 73. BioXtra Basic Information

Table 74. BioXtra Dry Mouth Toothpaste Product Overview

Table 75. BioXtra Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. BioXtra Business Overview

Table 77. BioXtra SWOT Analysis

Table 78. BioXtra Recent Developments

Table 79. Allday Basic Information

Table 80. Allday Dry Mouth Toothpaste Product Overview

Table 81. Allday Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 82. Allday Business Overview

Table 83. Allday Recent Developments

Table 84. Jordan Basic Information

Table 85. Jordan Dry Mouth Toothpaste Product Overview

Table 86. Jordan Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. Jordan Business Overview

- Table 88. Jordan Recent Developments
- Table 89. SUNSTAR Basic Information
- Table 90. SUNSTAR Dry Mouth Toothpaste Product Overview
- Table 91. SUNSTAR Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 92. SUNSTAR Business Overview
- Table 93. SUNSTAR Recent Developments
- Table 94. Xerostom Basic Information
- Table 95. Xerostom Dry Mouth Toothpaste Product Overview
- Table 96. Xerostom Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 97. Xerostom Business Overview
- Table 98. Xerostom Recent Developments
- Table 99. Sprinjene Basic Information
- Table 100. Sprinjene Dry Mouth Toothpaste Product Overview
- Table 101. Sprinjene Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 102. Sprinjene Business Overview
- Table 103. Sprinjene Recent Developments
- Table 104. NIPPON ZETTOC Basic Information
- Table 105. NIPPON ZETTOC Dry Mouth Toothpaste Product Overview
- Table 106. NIPPON ZETTOC Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 107. NIPPON ZETTOC Business Overview
- Table 108. NIPPON ZETTOC Recent Developments
- Table 109. TheraBreath Basic Information
- Table 110. TheraBreath Dry Mouth Toothpaste Product Overview
- Table 111. TheraBreath Dry Mouth Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 112. TheraBreath Business Overview
- Table 113. TheraBreath Recent Developments
- Table 114. Global Dry Mouth Toothpaste Sales Forecast by Region (2026-2033) & (K Units)
- Table 115. Global Dry Mouth Toothpaste Market Size Forecast by Region (2026-2033) & (M USD)
- Table 116. North America Dry Mouth Toothpaste Sales Forecast by Country (2026-2033) & (K Units)
- Table 117. North America Dry Mouth Toothpaste Market Size Forecast by Country (2026-2033) & (M USD)

Table 118. Europe Dry Mouth Toothpaste Sales Forecast by Country (2026-2033) & (K Units)

Table 119. Europe Dry Mouth Toothpaste Market Size Forecast by Country (2026-2033) & (M USD)

Table 120. Asia Pacific Dry Mouth Toothpaste Sales Forecast by Region (2026-2033) & (K Units)

Table 121. Asia Pacific Dry Mouth Toothpaste Market Size Forecast by Region (2026-2033) & (M USD)

Table 122. South America Dry Mouth Toothpaste Sales Forecast by Country (2026-2033) & (K Units)

Table 123. South America Dry Mouth Toothpaste Market Size Forecast by Country (2026-2033) & (M USD)

Table 124. Middle East and Africa Dry Mouth Toothpaste Sales Forecast by Country (2026-2033) & (Units)

Table 125. Middle East and Africa Dry Mouth Toothpaste Market Size Forecast by Country (2026-2033) & (M USD)

Table 126. Global Dry Mouth Toothpaste Sales Forecast by Type (2026-2033) & (K Units)

Table 127. Global Dry Mouth Toothpaste Market Size Forecast by Type (2026-2033) & (M USD)

Table 128. Global Dry Mouth Toothpaste Price Forecast by Type (2026-2033) & (USD/Unit)

Table 129. Global Dry Mouth Toothpaste Sales (K Units) Forecast by Application (2026-2033)

Table 130. Global Dry Mouth Toothpaste Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Dry Mouth Toothpaste
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Dry Mouth Toothpaste Market Size (M USD), 2024-2033
- Figure 5. Global Dry Mouth Toothpaste Market Size (M USD) (2020-2033)
- Figure 6. Global Dry Mouth Toothpaste Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Dry Mouth Toothpaste Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Dry Mouth Toothpaste Product Life Cycle
- Figure 13. Dry Mouth Toothpaste Sales Share by Manufacturers in 2024
- Figure 14. Global Dry Mouth Toothpaste Revenue Share by Manufacturers in 2024
- Figure 15. Dry Mouth Toothpaste Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Dry Mouth Toothpaste Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Dry Mouth Toothpaste Revenue in 2024
- Figure 18. Industry Chain Map of Dry Mouth Toothpaste
- Figure 19. Global Dry Mouth Toothpaste Market PEST Analysis
- Figure 20. Global Dry Mouth Toothpaste Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Dry Mouth Toothpaste Market Share by Type
- Figure 27. Sales Market Share of Dry Mouth Toothpaste by Type (2020-2025)
- Figure 28. Sales Market Share of Dry Mouth Toothpaste by Type in 2024
- Figure 29. Market Size Share of Dry Mouth Toothpaste by Type (2020-2025)
- Figure 30. Market Size Share of Dry Mouth Toothpaste by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Dry Mouth Toothpaste Market Share by Application

- Figure 33. Global Dry Mouth Toothpaste Sales Market Share by Application (2020-2025)
- Figure 34. Global Dry Mouth Toothpaste Sales Market Share by Application in 2024
- Figure 35. Global Dry Mouth Toothpaste Market Share by Application (2020-2025)
- Figure 36. Global Dry Mouth Toothpaste Market Share by Application in 2024
- Figure 37. Global Dry Mouth Toothpaste Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Dry Mouth Toothpaste Sales Market Share by Region (2020-2025)
- Figure 39. Global Dry Mouth Toothpaste Market Size Market Share by Region (2020-2025)
- Figure 40. North America Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Dry Mouth Toothpaste Sales Market Share by Country in 2024
- Figure 43. North America Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Dry Mouth Toothpaste Market Size Market Share by Country in 2024
- Figure 45. U.S. Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Dry Mouth Toothpaste Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Dry Mouth Toothpaste Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Dry Mouth Toothpaste Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Dry Mouth Toothpaste Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Dry Mouth Toothpaste Sales Market Share by Country in 2024
- Figure 53. Europe Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Dry Mouth Toothpaste Market Size Market Share by Country in 2024
- Figure 55. Germany Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K

Units)

Figure 58. France Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Dry Mouth Toothpaste Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Dry Mouth Toothpaste Sales Market Share by Region in 2024

Figure 67. Asia Pacific Dry Mouth Toothpaste Market Size Market Share by Region in 2024

Figure 68. China Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Dry Mouth Toothpaste Sales and Growth Rate (K Units)

Figure 79. South America Dry Mouth Toothpaste Sales Market Share by Country in 2024

Figure 80. South America Dry Mouth Toothpaste Market Size and Growth Rate (M

USD)

Figure 81. South America Dry Mouth Toothpaste Market Size Market Share by Country in 2024

Figure 82. Brazil Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Dry Mouth Toothpaste Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Dry Mouth Toothpaste Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Dry Mouth Toothpaste Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Dry Mouth Toothpaste Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Dry Mouth Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Dry Mouth Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Dry Mouth Toothpaste Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 102. Global Dry Mouth Toothpaste Production Market Share by Region (2020-2025)

Figure 103. North America Dry Mouth Toothpaste Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Dry Mouth Toothpaste Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Dry Mouth Toothpaste Production (K Units) Growth Rate (2020-2025)

Figure 106. China Dry Mouth Toothpaste Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Dry Mouth Toothpaste Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Dry Mouth Toothpaste Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Dry Mouth Toothpaste Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Dry Mouth Toothpaste Market Share Forecast by Type (2026-2033)

Figure 111. Global Dry Mouth Toothpaste Sales Forecast by Application (2026-2033)

Figure 112. Global Dry Mouth Toothpaste Market Share Forecast by Application (2026-2033)

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