

Global Functional Toothpaste Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Functional toothpaste refers to a specialized type of toothpaste that offers additional benefits beyond basic cleaning and freshening of breath. These products are formulated to address specific oral health concerns such as teeth whitening, enamel strengthening, gum health, sensitivity relief, or tartar control. Functional toothpaste often contains active ingredients like fluoride, potassium nitrate, baking soda, or essential oils to deliver targeted benefits. Consumers are increasingly seeking oral care products that cater to their individual needs, driving the demand for functional toothpaste in the market.

The market for functional toothpaste is experiencing steady growth due to several key trends and market drivers. One significant trend is the rising consumer awareness of oral health and hygiene, leading to a growing emphasis on preventive dental care. As consumers become more educated about the importance of maintaining good oral health, they are seeking toothpaste products that offer specialized benefits beyond traditional cleaning. Additionally, advancements in oral care technology and ingredient innovation are enabling manufacturers to develop more effective and specialized functional toothpaste formulations, further driving market growth. At the same time, aggressive marketing strategies, product diversification, and endorsements by dental professionals are also contributing to the increasing popularity and adoption of functional toothpaste among consumers.

This report provides a deep insight into the global Functional 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 Functional 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 Functional Toothpaste market in any manner.

Global Functional 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

Colgate

GSK group

Crest

Procter & Gamble(P&G)

Unilever

Yunnan Baiyao

Weimeizi Industrial (Guangdong)

Chongqing Dengkang Oral Care Products

Guangzhou Qiancai Cosmetics

MAXAM

Nice Group

Hawley & Hazel Chemical

Market Segmentation (by Type)

Whitening Type

Moth Proof Type

Gum Care Type

Market Segmentation (by Application)

Adults

Children

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 Functional Toothpaste Market

Overview of the regional outlook of the Functional Toothpaste Market:

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 (USD Billion) 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.

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 Functional 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

Table of Contents

1 Research Methodology and Statistical Scope

1.1 Market Definition and Statistical Scope of Functional Toothpaste

1.2 Key Market Segments

1.2.1 Functional Toothpaste Segment by Type

1.2.2 Functional 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 Functional Toothpaste Market Overview

2.1 Global Market Overview

2.1.1 Global Functional Toothpaste Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Functional Toothpaste Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 Functional Toothpaste Market Competitive Landscape

3.1 Company Assessment Quadrant

3.2 Global Functional Toothpaste Product Life Cycle

3.3 Global Functional Toothpaste Sales by Manufacturers (2020-2025)

3.4 Global Functional Toothpaste Revenue Market Share by Manufacturers (2020-2025)

3.5 Functional Toothpaste Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Functional Toothpaste Average Price by Manufacturers (2020-2025)

3.7 Manufacturers Functional Toothpaste Manufacturing Sites, Area Served, Product Type

3.8 Functional Toothpaste Market Competitive Situation and Trends

3.8.1 Functional Toothpaste Market Concentration Rate

3.8.2 Global 5 and 10 Largest Functional Toothpaste Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 Functional Toothpaste Industry Chain Analysis

4.1 Functional 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 Functional 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 Functional Toothpaste Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 Global Trade Frictions and Their Impacts to Functional Toothpaste Market
 - 5.7 ESG Ratings of Leading Companies
- 6 Functional Toothpaste Market Segmentation by Type
 - 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
 - 6.2 Global Functional Toothpaste Sales Market Share by Type (2020-2025)
 - 6.3 Global Functional Toothpaste Market Size Market Share by Type (2020-2025)
 - 6.4 Global Functional Toothpaste Price by Type (2020-2025)
- 7 Functional Toothpaste Market Segmentation by Application
 - 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
 - 7.2 Global Functional Toothpaste Market Sales by Application (2020-2025)
 - 7.3 Global Functional Toothpaste Market Size (M USD) by Application (2020-2025)
 - 7.4 Global Functional Toothpaste Sales Growth Rate by Application (2020-2025)
- 8 Functional Toothpaste Market Sales by Region
 - 8.1 Global Functional Toothpaste Sales by Region
 - 8.1.1 Global Functional Toothpaste Sales by Region
 - 8.1.2 Global Functional Toothpaste Sales Market Share by Region
 - 8.2 Global Functional Toothpaste Market Size by Region
 - 8.2.1 Global Functional Toothpaste Market Size by Region
 - 8.2.2 Global Functional Toothpaste Market Size Market Share by Region
 - 8.3 North America
 - 8.3.1 North America Functional Toothpaste Sales by Country
 - 8.3.2 North America Functional 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 Functional Toothpaste Sales by Country
 - 8.4.2 Europe Functional 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 Functional Toothpaste Sales by Region
 - 8.5.2 Asia Pacific Functional 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 Functional Toothpaste Sales by Country
 - 8.6.2 South America Functional 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 Functional Toothpaste Sales by Region
 - 8.7.2 Middle East and Africa Functional 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 Functional Toothpaste Market Production by Region
 - 9.1 Global Production of Functional Toothpaste by Region(2020-2025)
 - 9.2 Global Functional Toothpaste Revenue Market Share by Region (2020-2025)
 - 9.3 Global Functional Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
 - 9.4 North America Functional Toothpaste Production

- 9.4.1 North America Functional Toothpaste Production Growth Rate (2020-2025)
- 9.4.2 North America Functional Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Functional Toothpaste Production
 - 9.5.1 Europe Functional Toothpaste Production Growth Rate (2020-2025)
 - 9.5.2 Europe Functional Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Functional Toothpaste Production (2020-2025)
 - 9.6.1 Japan Functional Toothpaste Production Growth Rate (2020-2025)
 - 9.6.2 Japan Functional Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Functional Toothpaste Production (2020-2025)
 - 9.7.1 China Functional Toothpaste Production Growth Rate (2020-2025)
 - 9.7.2 China Functional Toothpaste Production, Revenue, Price and Gross Margin (2020-2025)
- 10 Key Companies Profile
 - 10.1 Colgate
 - 10.1.1 Colgate Basic Information
 - 10.1.2 Colgate Functional Toothpaste Product Overview
 - 10.1.3 Colgate Functional Toothpaste Product Market Performance
 - 10.1.4 Colgate Business Overview
 - 10.1.5 Colgate SWOT Analysis
 - 10.1.6 Colgate Recent Developments
 - 10.2 GSK group
 - 10.2.1 GSK group Basic Information
 - 10.2.2 GSK group Functional Toothpaste Product Overview
 - 10.2.3 GSK group Functional Toothpaste Product Market Performance
 - 10.2.4 GSK group Business Overview
 - 10.2.5 GSK group SWOT Analysis
 - 10.2.6 GSK group Recent Developments
 - 10.3 Crest
 - 10.3.1 Crest Basic Information
 - 10.3.2 Crest Functional Toothpaste Product Overview
 - 10.3.3 Crest Functional Toothpaste Product Market Performance
 - 10.3.4 Crest Business Overview
 - 10.3.5 Crest SWOT Analysis
 - 10.3.6 Crest Recent Developments
 - 10.4 Procter and Gamble(PandG)
 - 10.4.1 Procter and Gamble(PandG) Basic Information

- 10.4.2 Procter and Gamble(PandG) Functional Toothpaste Product Overview
- 10.4.3 Procter and Gamble(PandG) Functional Toothpaste Product Market Performance
- 10.4.4 Procter and Gamble(PandG) Business Overview
- 10.4.5 Procter and Gamble(PandG) Recent Developments
- 10.5 Unilever
 - 10.5.1 Unilever Basic Information
 - 10.5.2 Unilever Functional Toothpaste Product Overview
 - 10.5.3 Unilever Functional Toothpaste Product Market Performance
 - 10.5.4 Unilever Business Overview
 - 10.5.5 Unilever Recent Developments
- 10.6 Yunnan Baiyao
 - 10.6.1 Yunnan Baiyao Basic Information
 - 10.6.2 Yunnan Baiyao Functional Toothpaste Product Overview
 - 10.6.3 Yunnan Baiyao Functional Toothpaste Product Market Performance
 - 10.6.4 Yunnan Baiyao Business Overview
 - 10.6.5 Yunnan Baiyao Recent Developments
- 10.7 Weimeizi Industrial (Guangdong)
 - 10.7.1 Weimeizi Industrial (Guangdong) Basic Information
 - 10.7.2 Weimeizi Industrial (Guangdong) Functional Toothpaste Product Overview
 - 10.7.3 Weimeizi Industrial (Guangdong) Functional Toothpaste Product Market Performance
 - 10.7.4 Weimeizi Industrial (Guangdong) Business Overview
 - 10.7.5 Weimeizi Industrial (Guangdong) Recent Developments
- 10.8 Chongqing Dengkang Oral Care Products
 - 10.8.1 Chongqing Dengkang Oral Care Products Basic Information
 - 10.8.2 Chongqing Dengkang Oral Care Products Functional Toothpaste Product Overview
 - 10.8.3 Chongqing Dengkang Oral Care Products Functional Toothpaste Product Market Performance
 - 10.8.4 Chongqing Dengkang Oral Care Products Business Overview
 - 10.8.5 Chongqing Dengkang Oral Care Products Recent Developments
- 10.9 Guangzhou Qiancai Cosmetics
 - 10.9.1 Guangzhou Qiancai Cosmetics Basic Information
 - 10.9.2 Guangzhou Qiancai Cosmetics Functional Toothpaste Product Overview
 - 10.9.3 Guangzhou Qiancai Cosmetics Functional Toothpaste Product Market Performance
 - 10.9.4 Guangzhou Qiancai Cosmetics Business Overview
 - 10.9.5 Guangzhou Qiancai Cosmetics Recent Developments

10.10 MAXAM

10.10.1 MAXAM Basic Information

10.10.2 MAXAM Functional Toothpaste Product Overview

10.10.3 MAXAM Functional Toothpaste Product Market Performance

10.10.4 MAXAM Business Overview

10.10.5 MAXAM Recent Developments

10.11 Nice Group

10.11.1 Nice Group Basic Information

10.11.2 Nice Group Functional Toothpaste Product Overview

10.11.3 Nice Group Functional Toothpaste Product Market Performance

10.11.4 Nice Group Business Overview

10.11.5 Nice Group Recent Developments

10.12 Hawley and Hazel Chemical

10.12.1 Hawley and Hazel Chemical Basic Information

10.12.2 Hawley and Hazel Chemical Functional Toothpaste Product Overview

10.12.3 Hawley and Hazel Chemical Functional Toothpaste Product Market Performance

10.12.4 Hawley and Hazel Chemical Business Overview

10.12.5 Hawley and Hazel Chemical Recent Developments

11 Functional Toothpaste Market Forecast by Region

11.1 Global Functional Toothpaste Market Size Forecast

11.2 Global Functional Toothpaste Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Functional Toothpaste Market Size Forecast by Country

11.2.3 Asia Pacific Functional Toothpaste Market Size Forecast by Region

11.2.4 South America Functional Toothpaste Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Functional Toothpaste by Country

12 Forecast Market by Type and by Application (2026-2033)

12.1 Global Functional Toothpaste Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Functional Toothpaste by Type (2026-2033)

12.1.2 Global Functional Toothpaste Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Functional Toothpaste by Type (2026-2033)

12.2 Global Functional Toothpaste Market Forecast by Application (2026-2033)

12.2.1 Global Functional Toothpaste Sales (K Units) Forecast by Application

12.2.2 Global Functional Toothpaste Market Size (M USD) Forecast by Application (2026-2033)

13 Conclusion and Key FindingsList 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. Functional Toothpaste Market Size Comparison by Region (M USD)
Table 5. Global Functional Toothpaste Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Functional Toothpaste Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Functional Toothpaste Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Functional Toothpaste Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Functional Toothpaste as of 2024)
Table 10. Global Market Functional Toothpaste Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers Functional Toothpaste Manufacturing Sites and Area Served
Table 12. Manufacturers Functional Toothpaste Product Type
Table 13. Global Functional 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. Functional 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. Global Functional Toothpaste Sales by Type (K Units)
Table 25. Global Functional Toothpaste Market Size by Type (M USD)
Table 26. Global Functional Toothpaste Sales (K Units) by Type (2020-2025)
Table 27. Global Functional Toothpaste Sales Market Share by Type (2020-2025)
Table 28. Global Functional Toothpaste Market Size (M USD) by Type (2020-2025)
Table 29. Global Functional Toothpaste Market Size Share by Type (2020-2025)
Table 30. Global Functional Toothpaste Price (USD/Unit) by Type (2020-2025)
Table 31. Global Functional Toothpaste Sales (K Units) by Application
Table 32. Global Functional Toothpaste Market Size by Application
Table 33. Global Functional Toothpaste Sales by Application (2020-2025) & (K Units)
Table 34. Global Functional Toothpaste Sales Market Share by Application (2020-2025)
Table 35. Global Functional Toothpaste Market Size by Application (2020-2025) & (M USD)

Table 36. Global Functional Toothpaste Market Share by Application (2020-2025)
Table 37. Global Functional Toothpaste Sales Growth Rate by Application (2020-2025)
Table 38. Global Functional Toothpaste Sales by Region (2020-2025) & (K Units)
Table 39. Global Functional Toothpaste Sales Market Share by Region (2020-2025)
Table 40. Global Functional Toothpaste Market Size by Region (2020-2025) & (M USD)
Table 41. Global Functional Toothpaste Market Size Market Share by Region (2020-2025)
Table 42. North America Functional Toothpaste Sales by Country (2020-2025) & (K Units)
Table 43. North America Functional Toothpaste Market Size by Country (2020-2025) & (M USD)
Table 44. Europe Functional Toothpaste Sales by Country (2020-2025) & (K Units)
Table 45. Europe Functional Toothpaste Market Size by Country (2020-2025) & (M USD)
Table 46. Asia Pacific Functional Toothpaste Sales by Region (2020-2025) & (K Units)
Table 47. Asia Pacific Functional Toothpaste Market Size by Region (2020-2025) & (M USD)
Table 48. South America Functional Toothpaste Sales by Country (2020-2025) & (K Units)
Table 49. South America Functional Toothpaste Market Size by Country (2020-2025) & (M USD)
Table 50. Middle East and Africa Functional Toothpaste Sales by Region (2020-2025) & (K Units)
Table 51. Middle East and Africa Functional Toothpaste Market Size by Region (2020-2025) & (M USD)
Table 52. Global Functional Toothpaste Production (K Units) by Region(2020-2025)
Table 53. Global Functional Toothpaste Revenue (US\$ Million) by Region (2020-2025)
Table 54. Global Functional Toothpaste Revenue Market Share by Region (2020-2025)
Table 55. Global Functional Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 56. North America Functional Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 57. Europe Functional Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. Japan Functional Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. China Functional Toothpaste Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Colgate Basic Information

Table 61. Colgate Functional Toothpaste Product Overview
Table 62. Colgate Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 63. Colgate Business Overview
Table 64. Colgate SWOT Analysis
Table 65. Colgate Recent Developments
Table 66. GSK group Basic Information
Table 67. GSK group Functional Toothpaste Product Overview
Table 68. GSK group Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 69. GSK group Business Overview
Table 70. GSK group SWOT Analysis
Table 71. GSK group Recent Developments
Table 72. Crest Basic Information
Table 73. Crest Functional Toothpaste Product Overview
Table 74. Crest Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 75. Crest Business Overview
Table 76. Crest SWOT Analysis
Table 77. Crest Recent Developments
Table 78. Procter and Gamble(PandG) Basic Information
Table 79. Procter and Gamble(PandG) Functional Toothpaste Product Overview
Table 80. Procter and Gamble(PandG) Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 81. Procter and Gamble(PandG) Business Overview
Table 82. Procter and Gamble(PandG) Recent Developments
Table 83. Unilever Basic Information
Table 84. Unilever Functional Toothpaste Product Overview
Table 85. Unilever Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 86. Unilever Business Overview
Table 87. Unilever Recent Developments
Table 88. Yunnan Baiyao Basic Information
Table 89. Yunnan Baiyao Functional Toothpaste Product Overview
Table 90. Yunnan Baiyao Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 91. Yunnan Baiyao Business Overview
Table 92. Yunnan Baiyao Recent Developments
Table 93. Weimeizi Industrial (Guangdong) Basic Information

Table 94. Weimeizi Industrial (Guangdong) Functional Toothpaste Product Overview
Table 95. Weimeizi Industrial (Guangdong) Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 96. Weimeizi Industrial (Guangdong) Business Overview
Table 97. Weimeizi Industrial (Guangdong) Recent Developments
Table 98. Chongqing Dengkang Oral Care Products Basic Information
Table 99. Chongqing Dengkang Oral Care Products Functional Toothpaste Product Overview
Table 100. Chongqing Dengkang Oral Care Products Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 101. Chongqing Dengkang Oral Care Products Business Overview
Table 102. Chongqing Dengkang Oral Care Products Recent Developments
Table 103. Guangzhou Qiancai Cosmetics Basic Information
Table 104. Guangzhou Qiancai Cosmetics Functional Toothpaste Product Overview
Table 105. Guangzhou Qiancai Cosmetics Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 106. Guangzhou Qiancai Cosmetics Business Overview
Table 107. Guangzhou Qiancai Cosmetics Recent Developments
Table 108. MAXAM Basic Information
Table 109. MAXAM Functional Toothpaste Product Overview
Table 110. MAXAM Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 111. MAXAM Business Overview
Table 112. MAXAM Recent Developments
Table 113. Nice Group Basic Information
Table 114. Nice Group Functional Toothpaste Product Overview
Table 115. Nice Group Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 116. Nice Group Business Overview
Table 117. Nice Group Recent Developments
Table 118. Hawley and Hazel Chemical Basic Information
Table 119. Hawley and Hazel Chemical Functional Toothpaste Product Overview
Table 120. Hawley and Hazel Chemical Functional Toothpaste Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 121. Hawley and Hazel Chemical Business Overview
Table 122. Hawley and Hazel Chemical Recent Developments
Table 123. Global Functional Toothpaste Sales Forecast by Region (2026-2033) & (K Units)
Table 124. Global Functional Toothpaste Market Size Forecast by Region (2026-2033)

& (M USD)

Table 125. North America Functional Toothpaste Sales Forecast by Country
(2026-2033) & (K Units)

Table 126. North America Functional Toothpaste Market Size Forecast by Country
(2026-2033) & (M USD)

Table 127. Europe Functional Toothpaste Sales Forecast by Country (2026-2033) & (K
Units)

Table 128. Europe Functional Toothpaste Market Size Forecast by Country (2026-2033)
& (M USD)

Table 129. Asia Pacific Functional Toothpaste Sales Forecast by Region (2026-2033) &
(K Units)

Table 130. Asia Pacific Functional Toothpaste Market Size Forecast by Region
(2026-2033) & (M USD)

Table 131. South America Functional Toothpaste Sales Forecast by Country
(2026-2033) & (K Units)

Table 132. South America Functional Toothpaste Market Size Forecast by Country
(2026-2033) & (M USD)

Table 133. Middle East and Africa Functional Toothpaste Sales Forecast by Country
(2026-2033) & (Units)

Table 134. Middle East and Africa Functional Toothpaste Market Size Forecast by
Country (2026-2033) & (M USD)

Table 135. Global Functional Toothpaste Sales Forecast by Type (2026-2033) & (K
Units)

Table 136. Global Functional Toothpaste Market Size Forecast by Type (2026-2033) &
(M USD)

Table 137. Global Functional Toothpaste Price Forecast by Type (2026-2033) &
(USD/Unit)

Table 138. Global Functional Toothpaste Sales (K Units) Forecast by Application
(2026-2033)

Table 139. Global Functional Toothpaste Market Size Forecast by Application
(2026-2033) & (M USD)

List of Figures

Figure 1. Product Picture of Functional Toothpaste

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Functional Toothpaste Market Size (M USD), 2024-2033

Figure 5. Global Functional Toothpaste Market Size (M USD) (2020-2033)

Figure 6. Global Functional 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. Functional Toothpaste Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Functional Toothpaste Product Life Cycle

Figure 13. Functional Toothpaste Sales Share by Manufacturers in 2024

Figure 14. Global Functional Toothpaste Revenue Share by Manufacturers in 2024

Figure 15. Functional Toothpaste Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 16. Global Market Functional Toothpaste Average Price (USD/Unit) of Key Manufacturers in 2024

Figure 17. The Global 5 and 10 Largest Players: Market Share by Functional Toothpaste Revenue in 2024

Figure 18. Industry Chain Map of Functional Toothpaste

Figure 19. Global Functional Toothpaste Market PEST Analysis

Figure 20. Global Functional 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 Functional Toothpaste Market Share by Type

Figure 27. Sales Market Share of Functional Toothpaste by Type (2020-2025)

Figure 28. Sales Market Share of Functional Toothpaste by Type in 2024

Figure 29. Market Size Share of Functional Toothpaste by Type (2020-2025)

Figure 30. Market Size Share of Functional Toothpaste by Type in 2024

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Functional Toothpaste Market Share by Application

Figure 33. Global Functional Toothpaste Sales Market Share by Application (2020-2025)

Figure 34. Global Functional Toothpaste Sales Market Share by Application in 2024

Figure 35. Global Functional Toothpaste Market Share by Application (2020-2025)

Figure 36. Global Functional Toothpaste Market Share by Application in 2024

Figure 37. Global Functional Toothpaste Sales Growth Rate by Application (2020-2025)

Figure 38. Global Functional Toothpaste Sales Market Share by Region (2020-2025)

Figure 39. Global Functional Toothpaste Market Size Market Share by Region (2020-2025)

Figure 40. North America Functional Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Functional Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Functional Toothpaste Sales Market Share by Country in 2024

Figure 43. North America Functional Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Functional Toothpaste Market Size Market Share by Country in 2024

Figure 45. U.S. Functional Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Functional Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Functional Toothpaste Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Functional Toothpaste Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Functional Toothpaste Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Functional Toothpaste Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Functional Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Functional Toothpaste Sales Market Share by Country in 2024

Figure 53. Europe Functional Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Functional Toothpaste Market Size Market Share by Country in 2024

Figure 55. Germany Functional Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Functional Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Functional Toothpaste Sales and Growth Rate (2020-2025) & (K Units)

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

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

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

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

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

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

Figure 64. Spain Functional Toothpaste Market Size and Growth Rate (2020-2025) &

(M USD)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 80. South America Functional Toothpaste Market Size and Growth Rate (M USD)

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

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

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

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

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

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

Units)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 101. South Africa Functional Toothpaste Market Size and Growth Rate (2020-2025) & (M USD)

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

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

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

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

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

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

Units)

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

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

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

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

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

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