

Global Toothpaste Market: Analysis By Type (Whitening, Sensitive, Herbal, and Others), By End User (Kids and Adults), By Distribution Channel (Hypermarkets, Retail Stores, Pharmacies, and Online Stores), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028

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Abstracts

The global toothpaste market in 2022 stood at US\$20.22 billion and is likely to reach US\$25.55 billion by 2028. Toothpaste is a specially formulated oral care product that is used for cleaning and maintaining oral hygiene. It is a gel or paste-like substance that is applied to a toothbrush and used in conjunction with brushing to remove plaque, food particles, and bacteria from teeth and gum. It includes various types of toothpaste formulations designed to cater to different consumer needs and preferences.

In recent years, the demand for toothpaste has been growing, driven by the increasing inclination of people towards maintaining a proper oral care regime. A new trend displays manufacturers opting for sustainable packaging of toothpaste. As the consumer preferences changes, the toothpaste market is expected to deepen its offering in specific niche. New marketing techniques and advanced innovations along with rise in oral health consciousness would further boost the toothpaste market in the forthcoming years. The global toothpaste market is projected to grow at a CAGR of 3.98% during the forecast period of 2023-2028.

Market Segmentation Analysis:

By Type: Based on the type, the global toothpaste market can be segmented into four segments: Whitening, Sensitive, Herbal, and Others. In 2022, Whitening toothpaste

dominated the market, owing to the unique property of removing surface stains from the tooth's enamel. Moreover, whitening toothpaste are affordable and there is a presence of key players like P&G and Colgate Palmolive in the market. During the forecasted period of 2023-2028, herbal toothpaste is the fastest growing segment. It is made from natural ingredients derived from plants and formulated to provide oral hygiene benefits while avoiding the use of synthetic chemicals commonly found in conventional toothpaste. They are considered eco-friendly and healthier products as compared to chemical-based toothpaste. Therefore, the herbal toothpaste market would grow in the coming years.

By End User: The report provides the toothpaste market analysis based on the end user: Kids and Adults. Adults segment has the highest share in the market. Subsequently, kids segment is expected to be the fastest-growing segment in the forecasted period. The adult population is health conscious and tends to maintain a proper oral regime which includes brushing teeth twice a day. On the other hand, kids are more prone to develop cavities in early age. Hence, kids also use pea-sized toothpaste regularly to maintain good oral health.

By Distribution Channel: Based on distribution channel, the toothpaste market can be segmented into four channels: Hypermarkets, Retail Stores, Pharmacies and Online Stores. Hypermarkets occupied the largest share in the market. These stores usually offers a wide range of toothpaste brands, flavors, and formulations available. This variety allows the consumers to choose the toothpaste that best offers their taste and preferences. Moreover, hypermarkets may offer promotions, discounts or loyalty programs on toothpaste to attract the customers. Thus, augmenting the market growth. Online Stores is the fastest growing segment during the forecasted period. Online stores provides convenience and accessibility to customers who prefer to shop from the comfort of their homes. Many retailers, including both large e-commerce platforms and specialized online retailers, offer toothpaste on their website or mobile apps. Furthermore, online stores provides customer reviews and ratings which allows customers to make better choices. Thus, the use online stores to purchase toothpaste is going to boost the sale of toothpaste rapidly.

By Region: According to this report, the global toothpaste market can be divided into five major regions: Asia Pacific (China, Japan, India, and Rest of the Asia Pacific), Europe (Germany, The UK, France, Spain, and Rest of the Europe), North America (the US, Canada, and Mexico), Latin America and Middle East and Africa. Asia Pacific holds the largest share of the global toothpaste market, owing to its high population density, thereby making it the largest toothpaste market. China, Japan, and India are the

exclusive contributors to the manufacturing and supply of toothpaste globally. China has a huge population, which creates a large domestic market for toothpaste and other oral care products. Moreover, the Chinese middle class has been rapidly expanding leading to high purchasing power, which further results in rising demand for toothpaste. India's toothpaste market is transitioning which has Ayurvedic ingredients. Herbal or Natural toothpaste holds a significant share in the Indian toothpaste market. Brands like Patanjali, Dabur Red are popularized in India.

North America toothpaste market would grow significantly, owing to the premiumization of dental care, which is driving people to give high priority to their dental care, thus promoting the growth of toothpaste market. Furthermore, a high meat consumption rate in the region is leading to various oral diseases, resulting in the growing demand for toothpaste.

Global Toothpaste Market Dynamics:

Growth Drivers: The global sensitivity rate is increasing at a rapid pace. The use of tobacco and beverages like tea and coffee affect the oral health of a consumer. Sensitivity, a common condition nowadays, penetrates and cause discomfort. The prevalence of oral health problems, from brittle teeth to oral cancer, has increased with heavy tobacco use, whether it be from cigarette smoking or chewing raw leaves. These conditions have drastically increased the use of sensitive toothpaste. Furthermore, the market is expected to grow owing to rapid urbanization, increasing disposable income, rise in oral health consciousness, growing establishment of dental clinics in emerging economies, increase in number of oral diseases, etc. in recent years.

Challenges: Counterfeit products pose a serious threat to the toothpaste industry. Counterfeit toothpaste often contains substandard or harmful ingredients that may pose health risks to consumers. These ingredients can include contaminants, improper formulation, or even toxic substances. Additionally, manufacturers face challenges as a result of the complicated regulatory structure, which causes delays in offering innovative solutions and stifles market growth.

Market Trends: The toothpaste market is evolving by launching new exotic flavors. This provides consumers with more options to choose from. For instance, Mint is a common traditional flavor but cinnamon, lemon-lime, bubble-gum, fennel pine, and fruity flavors are new to the market. Launching new flavors helps to build a specific niche that attracts consumers who are looking for unique flavors. More trends in the market are believed to grow the toothpaste market during the forecasted period, which may include, celebrity

endorsements, rising popularity of biodegradable tubes, rising premiumization, rise in herbal oral care, toothpaste tablets, sugar-free toothpaste, and many more.

Impact Analysis of COVID-19 and Way Forward:

The outbreak of the novel COVID-19 pandemic had a strong positive impact on the growth of the oral care in 2020. The pandemic prompted a heightened focus on personal hygiene and health. There was a drastic shift in consumer preferences and purchasing pattern. Consumers had inclined their preferences towards basic toothpaste like mint instead of expensive toothpaste. People placed orders for essential goods in bulk as there was a fear of unavailability of goods and hike in prices. Also, as lockdown was imposed worldwide, people were unable to visit physical stores or supermarkets. As a result, online purchases were increased drastically. Post COVID-19, the market grew and developed gradually. New flavors and variants of toothpaste are being continuously tested and successfully launched.

The pandemic's transformative changes presented both challenges and opportunities, paving the way for the toothpaste industry's evolution in the post-COVID era. The post-COVID impact on the toothpaste market is expected to result in well-established supply chain, resilient health and wellbeing, scaling up innovation, accelerate technology adoption, and address industry challenges collectively.

Competitive Landscape and Recent Developments:

The global toothpaste market is fragmented, so there is a scope for further consolidation, particularly as companies see benefits to scale. This is largely due to the presence of small and large companies on a global scale with vivid toothpaste products and strong distribution networks. Leading companies like Colgate-Palmolive and Procter & Gamble Co. are competing against each other by innovating products with new features.

The key players in the global toothpaste are:

Procter & Gamble Co.

Hindustan Unilever Ltd.

Colgate-Palmolive

3M Company

Haleon PLC

Avon Products, Inc.

Lion Corporation

Dabur India Ltd.

Sunstar Group

Beverly Glen Laboratories, Inc.

Science Arts

Himalaya Wellness Company

Some of the strategies among key players in the market are new launches and expansion. For instance, Colgate have a multitude of offerings (e.g. Colgate has been focusing on teeth whitening) and price points. Haleon's Sensodyne brand has become associated with care of sensitive teeth across a number of geographies; driving penetration gains and increasing consumer awareness through recommendations by dental experts.

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