

Global Dentifrices Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Dentifrices market size will reach 11,296 Million USD in 2025 and is projected to reach 14,469 Million USD by 2032, with a CAGR of 3.60% (2025-2032). Notably, the China Dentifrices market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Dentifrices, commonly referred to as toothpaste, are oral hygiene products used for cleaning teeth and maintaining oral health. Comprising a mixture of abrasive agents, detergents, flavoring agents, humectants, and fluoride, dentifrices are formulated to remove dental plaque, stains, and debris, while also delivering fluoride to strengthen tooth enamel and prevent cavities. Toothpaste is applied to a toothbrush and used in conjunction with proper brushing techniques to effectively clean teeth, freshen breath, and promote overall oral hygiene. It is a fundamental component of daily oral care routines, contributing to the prevention of dental issues and the maintenance of a healthy smile.

The major global manufacturers of Dentifrices include Colgate Palmolive, P&G, GSK, Unilever, Henkel, Haolai, Church & Dwight, Yunnanbaiyao, Lion, LG, Peelu, Dencare, Beyond Dental & Health, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Dentifrices. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Dentifrices market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Dentifrices market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Dentifrices industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Dentifrices Include:

Colgate Palmolive

P&G

GSK

Unilever

Henkel

Haolai

Church & Dwight

Yunnanbaiyao

Lion

LG

Peelu

Dencare

Beyond Dental & Health

Dentifrices Product Segment Include:

Silica Dentifrices

Calcium Carbonate Dentifrices

Phosphate Dentifrices

Aluminum Hydroxide Dentifrices

Others

Dentifrices Product Application Include:

Online Sales

Offline Sales

Chapter Scope

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