

# Global Oral Care Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Oral Care market size will reach 41,158 Million USD in 2025 and is projected to reach 50,447 Million USD by 2032, with a CAGR of 2.95% (2025-2032). Notably, the China Oral Care 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

Oral care refers to the practice of maintaining the hygiene and health of the mouth, teeth, gums, and overall oral cavity. It encompasses a range of daily habits and professional dental care aimed at preventing dental issues, such as cavities, gum disease, and bad breath, and promoting overall oral health. Common oral care practices include regular brushing and flossing, using mouthwash, and visiting the dentist for check-ups and cleanings. Proper oral care is essential for not only maintaining a bright and healthy smile but also preventing more serious health issues, as there is a strong link between oral health and overall well-being, including the potential influence on conditions such as heart disease and diabetes.

The major global suppliers of Oral Care include Colgate-Palmolive, Procter & Gamble, GSK, Johnson & Johnson, Koninklijke Philips, Yunnan Baiyao Group, Lion Corporation, Unilever, Sunstar, Perrigo, Church & Dwight, Weimeizi (Guangdong), LG H&H, Dencare (Chongqing) Oral Care, Trisa AG, Dentaïd S.L., Hangzhou Namei Technology, Orkla, Prestige Consumer Healthcare, Liuzhou Liangmianzhen, Panasonic, Sanofi-Aventis, 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 Oral Care. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Oral Care 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 Oral Care 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 Oral Care 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 Suppliers of Oral Care Include:

Colgate-Palmolive

Procter & Gamble

GSK

Johnson & Johnson

Koninklijke Philips

Yunnan Baiyao Group

Lion Corporation

Unilever

Sunstar

Perrigo

Church & Dwight

Weimeizi (Guangdong)

LG H&H

Dencare (Chongqing) Oral Care

Trisa AG

Dentaid S.L.

Hangzhou Namei Technology

Orkla

Prestige Consumer Healthcare

Liuzhou Liangmianzhen

Panasonic

Sanofi-Aventis

Oral Care Product Segment Include:

Toothpaste

Toothbrush

Floss Pick

Mouthwash

Others

Oral Care Product Application Include:

Adult

Child & Infant

Elderly

## **Chapter Scope**

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