

Global Functional Toothpaste Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Functional Toothpaste market size was valued at US\$ 13800 million in 2024 and is forecast to a readjusted size of USD 21150 million by 2031 with a CAGR of 6.4% during review period.

Functional toothpaste refers to providing additional oral care functions on the basis of traditional oral cleaning and caries prevention. More and more functional toothpastes have anti-sensitivity properties. They contain special ingredients, such as fluoride and potassium salts, which can effectively reduce tooth sensitivity. These toothpastes help reduce tooth sensitivity to stimuli such as cold, heat, sweet, sour, etc. by forming a protective layer or blocking nerve stimulation of the dentin. Whitening teeth is one of the concerns of many people, so some functional toothpastes provide whitening effect. They contain bleaching agents or stain-removing ingredients, such as hydrogen peroxide and phosphates, that reduce pigmentation on the tooth surface and make teeth whiter.

This report is a detailed and comprehensive analysis for global Functional Toothpaste market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Functional Toothpaste market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Functional Toothpaste market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Functional Toothpaste market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Functional Toothpaste market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Functional Toothpaste
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Functional Toothpaste market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Colgate, GSK group, Crest, Procter & Gamble(P&G), Unilever, Yunnan Baiyao, Weimeizi Industrial (Guangdong), Chongqing Dengkang Oral Care Products, Guangzhou Qiancai Cosmetics, MAXAM, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Functional Toothpaste market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Whitening Type

Moth Proof Type

Gum Care Type

Market segment by Application

Adults

Children

Major players covered

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 segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Functional Toothpaste product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Functional Toothpaste, with price, sales quantity, revenue, and global market share of Functional Toothpaste from 2020 to 2025.

Chapter 3, the Functional Toothpaste competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Functional Toothpaste breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Functional Toothpaste market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Functional Toothpaste.

Chapter 14 and 15, to describe Functional Toothpaste sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Functional Toothpaste Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Whitening Type

1.3.3 Moth Proof Type

1.3.4 Gum Care Type

1.4 Market Analysis by Application

1.4.1 Overview: Global Functional Toothpaste Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Adults

1.4.3 Children

1.5 Global Functional Toothpaste Market Size & Forecast

1.5.1 Global Functional Toothpaste Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Functional Toothpaste Sales Quantity (2020-2031)

1.5.3 Global Functional Toothpaste Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Colgate

2.1.1 Colgate Details

2.1.2 Colgate Major Business

2.1.3 Colgate Functional Toothpaste Product and Services

2.1.4 Colgate Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Colgate Recent Developments/Updates

2.2 GSK group

2.2.1 GSK group Details

2.2.2 GSK group Major Business

2.2.3 GSK group Functional Toothpaste Product and Services

2.2.4 GSK group Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 GSK group Recent Developments/Updates

2.3 Crest

- 2.3.1 Crest Details
- 2.3.2 Crest Major Business
- 2.3.3 Crest Functional Toothpaste Product and Services
- 2.3.4 Crest Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Crest Recent Developments/Updates
- 2.4 Procter & Gamble(P&G)
 - 2.4.1 Procter & Gamble(P&G) Details
 - 2.4.2 Procter & Gamble(P&G) Major Business
 - 2.4.3 Procter & Gamble(P&G) Functional Toothpaste Product and Services
 - 2.4.4 Procter & Gamble(P&G) Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Procter & Gamble(P&G) Recent Developments/Updates
- 2.5 Unilever
 - 2.5.1 Unilever Details
 - 2.5.2 Unilever Major Business
 - 2.5.3 Unilever Functional Toothpaste Product and Services
 - 2.5.4 Unilever Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Unilever Recent Developments/Updates
- 2.6 Yunnan Baiyao
 - 2.6.1 Yunnan Baiyao Details
 - 2.6.2 Yunnan Baiyao Major Business
 - 2.6.3 Yunnan Baiyao Functional Toothpaste Product and Services
 - 2.6.4 Yunnan Baiyao Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Yunnan Baiyao Recent Developments/Updates
- 2.7 Weimeizi Industrial (Guangdong)
 - 2.7.1 Weimeizi Industrial (Guangdong) Details
 - 2.7.2 Weimeizi Industrial (Guangdong) Major Business
 - 2.7.3 Weimeizi Industrial (Guangdong) Functional Toothpaste Product and Services
 - 2.7.4 Weimeizi Industrial (Guangdong) Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 Weimeizi Industrial (Guangdong) Recent Developments/Updates
- 2.8 Chongqing Dengkang Oral Care Products
 - 2.8.1 Chongqing Dengkang Oral Care Products Details
 - 2.8.2 Chongqing Dengkang Oral Care Products Major Business
 - 2.8.3 Chongqing Dengkang Oral Care Products Functional Toothpaste Product and Services

2.8.4 Chongqing Dengkang Oral Care Products Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 Chongqing Dengkang Oral Care Products Recent Developments/Updates

2.9 Guangzhou Qiancai Cosmetics

2.9.1 Guangzhou Qiancai Cosmetics Details

2.9.2 Guangzhou Qiancai Cosmetics Major Business

2.9.3 Guangzhou Qiancai Cosmetics Functional Toothpaste Product and Services

2.9.4 Guangzhou Qiancai Cosmetics Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Guangzhou Qiancai Cosmetics Recent Developments/Updates

2.10 MAXAM

2.10.1 MAXAM Details

2.10.2 MAXAM Major Business

2.10.3 MAXAM Functional Toothpaste Product and Services

2.10.4 MAXAM Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 MAXAM Recent Developments/Updates

2.11 Nice Group

2.11.1 Nice Group Details

2.11.2 Nice Group Major Business

2.11.3 Nice Group Functional Toothpaste Product and Services

2.11.4 Nice Group Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 Nice Group Recent Developments/Updates

2.12 Hawley & Hazel Chemical

2.12.1 Hawley & Hazel Chemical Details

2.12.2 Hawley & Hazel Chemical Major Business

2.12.3 Hawley & Hazel Chemical Functional Toothpaste Product and Services

2.12.4 Hawley & Hazel Chemical Functional Toothpaste Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 Hawley & Hazel Chemical Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: FUNCTIONAL TOOTHPASTE BY MANUFACTURER

3.1 Global Functional Toothpaste Sales Quantity by Manufacturer (2020-2025)

3.2 Global Functional Toothpaste Revenue by Manufacturer (2020-2025)

3.3 Global Functional Toothpaste Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Functional Toothpaste by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Functional Toothpaste Manufacturer Market Share in 2024

3.4.3 Top 6 Functional Toothpaste Manufacturer Market Share in 2024

3.5 Functional Toothpaste Market: Overall Company Footprint Analysis

3.5.1 Functional Toothpaste Market: Region Footprint

3.5.2 Functional Toothpaste Market: Company Product Type Footprint

3.5.3 Functional Toothpaste Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Functional Toothpaste Market Size by Region

4.1.1 Global Functional Toothpaste Sales Quantity by Region (2020-2031)

4.1.2 Global Functional Toothpaste Consumption Value by Region (2020-2031)

4.1.3 Global Functional Toothpaste Average Price by Region (2020-2031)

4.2 North America Functional Toothpaste Consumption Value (2020-2031)

4.3 Europe Functional Toothpaste Consumption Value (2020-2031)

4.4 Asia-Pacific Functional Toothpaste Consumption Value (2020-2031)

4.5 South America Functional Toothpaste Consumption Value (2020-2031)

4.6 Middle East & Africa Functional Toothpaste Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Functional Toothpaste Sales Quantity by Type (2020-2031)

5.2 Global Functional Toothpaste Consumption Value by Type (2020-2031)

5.3 Global Functional Toothpaste Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Functional Toothpaste Sales Quantity by Application (2020-2031)

6.2 Global Functional Toothpaste Consumption Value by Application (2020-2031)

6.3 Global Functional Toothpaste Average Price by Application (2020-2031)

7 NORTH AMERICA

7.1 North America Functional Toothpaste Sales Quantity by Type (2020-2031)

7.2 North America Functional Toothpaste Sales Quantity by Application (2020-2031)

7.3 North America Functional Toothpaste Market Size by Country

7.3.1 North America Functional Toothpaste Sales Quantity by Country (2020-2031)

7.3.2 North America Functional Toothpaste Consumption Value by Country (2020-2031)

7.3.3 United States Market Size and Forecast (2020-2031)

7.3.4 Canada Market Size and Forecast (2020-2031)

7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

8.1 Europe Functional Toothpaste Sales Quantity by Type (2020-2031)

8.2 Europe Functional Toothpaste Sales Quantity by Application (2020-2031)

8.3 Europe Functional Toothpaste Market Size by Country

8.3.1 Europe Functional Toothpaste Sales Quantity by Country (2020-2031)

8.3.2 Europe Functional Toothpaste Consumption Value by Country (2020-2031)

8.3.3 Germany Market Size and Forecast (2020-2031)

8.3.4 France Market Size and Forecast (2020-2031)

8.3.5 United Kingdom Market Size and Forecast (2020-2031)

8.3.6 Russia Market Size and Forecast (2020-2031)

8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

9.1 Asia-Pacific Functional Toothpaste Sales Quantity by Type (2020-2031)

9.2 Asia-Pacific Functional Toothpaste Sales Quantity by Application (2020-2031)

9.3 Asia-Pacific Functional Toothpaste Market Size by Region

9.3.1 Asia-Pacific Functional Toothpaste Sales Quantity by Region (2020-2031)

9.3.2 Asia-Pacific Functional Toothpaste Consumption Value by Region (2020-2031)

9.3.3 China Market Size and Forecast (2020-2031)

9.3.4 Japan Market Size and Forecast (2020-2031)

9.3.5 South Korea Market Size and Forecast (2020-2031)

9.3.6 India Market Size and Forecast (2020-2031)

9.3.7 Southeast Asia Market Size and Forecast (2020-2031)

9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

10.1 South America Functional Toothpaste Sales Quantity by Type (2020-2031)

10.2 South America Functional Toothpaste Sales Quantity by Application (2020-2031)

10.3 South America Functional Toothpaste Market Size by Country

10.3.1 South America Functional Toothpaste Sales Quantity by Country (2020-2031)

10.3.2 South America Functional Toothpaste Consumption Value by Country
(2020-2031)

10.3.3 Brazil Market Size and Forecast (2020-2031)

10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Functional Toothpaste Sales Quantity by Type (2020-2031)

11.2 Middle East & Africa Functional Toothpaste Sales Quantity by Application
(2020-2031)

11.3 Middle East & Africa Functional Toothpaste Market Size by Country

11.3.1 Middle East & Africa Functional Toothpaste Sales Quantity by Country
(2020-2031)

11.3.2 Middle East & Africa Functional Toothpaste Consumption Value by Country
(2020-2031)

11.3.3 Turkey Market Size and Forecast (2020-2031)

11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 Functional Toothpaste Market Drivers

12.2 Functional Toothpaste Market Restraints

12.3 Functional Toothpaste Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Functional Toothpaste and Key Manufacturers

13.2 Manufacturing Costs Percentage of Functional Toothpaste

13.3 Functional Toothpaste Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Functional Toothpaste Typical Distributors

14.3 Functional Toothpaste Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Functional Toothpaste Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Functional Toothpaste Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Colgate Basic Information, Manufacturing Base and Competitors

Table 4. Colgate Major Business

Table 5. Colgate Functional Toothpaste Product and Services

Table 6. Colgate Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Colgate Recent Developments/Updates

Table 8. GSK group Basic Information, Manufacturing Base and Competitors

Table 9. GSK group Major Business

Table 10. GSK group Functional Toothpaste Product and Services

Table 11. GSK group Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. GSK group Recent Developments/Updates

Table 13. Crest Basic Information, Manufacturing Base and Competitors

Table 14. Crest Major Business

Table 15. Crest Functional Toothpaste Product and Services

Table 16. Crest Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Crest Recent Developments/Updates

Table 18. Procter & Gamble(P&G) Basic Information, Manufacturing Base and Competitors

Table 19. Procter & Gamble(P&G) Major Business

Table 20. Procter & Gamble(P&G) Functional Toothpaste Product and Services

Table 21. Procter & Gamble(P&G) Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Procter & Gamble(P&G) Recent Developments/Updates

Table 23. Unilever Basic Information, Manufacturing Base and Competitors

Table 24. Unilever Major Business

Table 25. Unilever Functional Toothpaste Product and Services

Table 26. Unilever Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Unilever Recent Developments/Updates

Table 28. Yunnan Baiyao Basic Information, Manufacturing Base and Competitors

Table 29. Yunnan Baiyao Major Business

Table 30. Yunnan Baiyao Functional Toothpaste Product and Services

Table 31. Yunnan Baiyao Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Yunnan Baiyao Recent Developments/Updates

Table 33. Weimeizi Industrial (Guangdong) Basic Information, Manufacturing Base and Competitors

Table 34. Weimeizi Industrial (Guangdong) Major Business

Table 35. Weimeizi Industrial (Guangdong) Functional Toothpaste Product and Services

Table 36. Weimeizi Industrial (Guangdong) Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Weimeizi Industrial (Guangdong) Recent Developments/Updates

Table 38. Chongqing Dengkang Oral Care Products Basic Information, Manufacturing Base and Competitors

Table 39. Chongqing Dengkang Oral Care Products Major Business

Table 40. Chongqing Dengkang Oral Care Products Functional Toothpaste Product and Services

Table 41. Chongqing Dengkang Oral Care Products Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Chongqing Dengkang Oral Care Products Recent Developments/Updates

Table 43. Guangzhou Qiancai Cosmetics Basic Information, Manufacturing Base and Competitors

Table 44. Guangzhou Qiancai Cosmetics Major Business

Table 45. Guangzhou Qiancai Cosmetics Functional Toothpaste Product and Services

Table 46. Guangzhou Qiancai Cosmetics Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Guangzhou Qiancai Cosmetics Recent Developments/Updates

Table 48. MAXAM Basic Information, Manufacturing Base and Competitors

Table 49. MAXAM Major Business

Table 50. MAXAM Functional Toothpaste Product and Services

Table 51. MAXAM Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. MAXAM Recent Developments/Updates

Table 53. Nice Group Basic Information, Manufacturing Base and Competitors

Table 54. Nice Group Major Business

Table 55. Nice Group Functional Toothpaste Product and Services

Table 56. Nice Group Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Nice Group Recent Developments/Updates

Table 58. Hawley & Hazel Chemical Basic Information, Manufacturing Base and Competitors

Table 59. Hawley & Hazel Chemical Major Business

Table 60. Hawley & Hazel Chemical Functional Toothpaste Product and Services

Table 61. Hawley & Hazel Chemical Functional Toothpaste Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Hawley & Hazel Chemical Recent Developments/Updates

Table 63. Global Functional Toothpaste Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 64. Global Functional Toothpaste Revenue by Manufacturer (2020-2025) & (USD Million)

Table 65. Global Functional Toothpaste Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 66. Market Position of Manufacturers in Functional Toothpaste, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 67. Head Office and Functional Toothpaste Production Site of Key Manufacturer

Table 68. Functional Toothpaste Market: Company Product Type Footprint

Table 69. Functional Toothpaste Market: Company Product Application Footprint

Table 70. Functional Toothpaste New Market Entrants and Barriers to Market Entry

Table 71. Functional Toothpaste Mergers, Acquisition, Agreements, and Collaborations

Table 72. Global Functional Toothpaste Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 73. Global Functional Toothpaste Sales Quantity by Region (2020-2025) & (K Units)

Table 74. Global Functional Toothpaste Sales Quantity by Region (2026-2031) & (K Units)

Table 75. Global Functional Toothpaste Consumption Value by Region (2020-2025) & (USD Million)

Table 76. Global Functional Toothpaste Consumption Value by Region (2026-2031) & (USD Million)

Table 77. Global Functional Toothpaste Average Price by Region (2020-2025) & (US\$/Unit)

Table 78. Global Functional Toothpaste Average Price by Region (2026-2031) &

(US\$/Unit)

Table 79. Global Functional Toothpaste Sales Quantity by Type (2020-2025) & (K Units)

Table 80. Global Functional Toothpaste Sales Quantity by Type (2026-2031) & (K Units)

Table 81. Global Functional Toothpaste Consumption Value by Type (2020-2025) & (USD Million)

Table 82. Global Functional Toothpaste Consumption Value by Type (2026-2031) & (USD Million)

Table 83. Global Functional Toothpaste Average Price by Type (2020-2025) & (US\$/Unit)

Table 84. Global Functional Toothpaste Average Price by Type (2026-2031) & (US\$/Unit)

Table 85. Global Functional Toothpaste Sales Quantity by Application (2020-2025) & (K Units)

Table 86. Global Functional Toothpaste Sales Quantity by Application (2026-2031) & (K Units)

Table 87. Global Functional Toothpaste Consumption Value by Application (2020-2025) & (USD Million)

Table 88. Global Functional Toothpaste Consumption Value by Application (2026-2031) & (USD Million)

Table 89. Global Functional Toothpaste Average Price by Application (2020-2025) & (US\$/Unit)

Table 90. Global Functional Toothpaste Average Price by Application (2026-2031) & (US\$/Unit)

Table 91. North America Functional Toothpaste Sales Quantity by Type (2020-2025) & (K Units)

Table 92. North America Functional Toothpaste Sales Quantity by Type (2026-2031) & (K Units)

Table 93. North America Functional Toothpaste Sales Quantity by Application (2020-2025) & (K Units)

Table 94. North America Functional Toothpaste Sales Quantity by Application (2026-2031) & (K Units)

Table 95. North America Functional Toothpaste Sales Quantity by Country (2020-2025) & (K Units)

Table 96. North America Functional Toothpaste Sales Quantity by Country (2026-2031) & (K Units)

Table 97. North America Functional Toothpaste Consumption Value by Country (2020-2025) & (USD Million)

Table 98. North America Functional Toothpaste Consumption Value by Country (2026-2031) & (USD Million)

Table 99. Europe Functional Toothpaste Sales Quantity by Type (2020-2025) & (K Units)

Table 100. Europe Functional Toothpaste Sales Quantity by Type (2026-2031) & (K Units)

Table 101. Europe Functional Toothpaste Sales Quantity by Application (2020-2025) & (K Units)

Table 102. Europe Functional Toothpaste Sales Quantity by Application (2026-2031) & (K Units)

Table 103. Europe Functional Toothpaste Sales Quantity by Country (2020-2025) & (K Units)

Table 104. Europe Functional Toothpaste Sales Quantity by Country (2026-2031) & (K Units)

Table 105. Europe Functional Toothpaste Consumption Value by Country (2020-2025) & (USD Million)

Table 106. Europe Functional Toothpaste Consumption Value by Country (2026-2031) & (USD Million)

Table 107. Asia-Pacific Functional Toothpaste Sales Quantity by Type (2020-2025) & (K Units)

Table 108. Asia-Pacific Functional Toothpaste Sales Quantity by Type (2026-2031) & (K Units)

Table 109. Asia-Pacific Functional Toothpaste Sales Quantity by Application (2020-2025) & (K Units)

Table 110. Asia-Pacific Functional Toothpaste Sales Quantity by Application (2026-2031) & (K Units)

Table 111. Asia-Pacific Functional Toothpaste Sales Quantity by Region (2020-2025) & (K Units)

Table 112. Asia-Pacific Functional Toothpaste Sales Quantity by Region (2026-2031) & (K Units)

Table 113. Asia-Pacific Functional Toothpaste Consumption Value by Region (2020-2025) & (USD Million)

Table 114. Asia-Pacific Functional Toothpaste Consumption Value by Region (2026-2031) & (USD Million)

Table 115. South America Functional Toothpaste Sales Quantity by Type (2020-2025) & (K Units)

Table 116. South America Functional Toothpaste Sales Quantity by Type (2026-2031) & (K Units)

Table 117. South America Functional Toothpaste Sales Quantity by Application (2020-2025) & (K Units)

Table 118. South America Functional Toothpaste Sales Quantity by Application

(2026-2031) & (K Units)

Table 119. South America Functional Toothpaste Sales Quantity by Country

(2020-2025) & (K Units)

Table 120. South America Functional Toothpaste Sales Quantity by Country

(2026-2031) & (K Units)

Table 121. South America Functional Toothpaste Consumption Value by Country

(2020-2025) & (USD Million)

Table 122. South America Functional Toothpaste Consumption Value by Country

(2026-2031) & (USD Million)

Table 123. Middle East & Africa Functional Toothpaste Sales Quantity by Type

(2020-2025) & (K Units)

Table 124. Middle East & Africa Functional Toothpaste Sales Quantity by Type

(2026-2031) & (K Units)

Table 125. Middle East & Africa Functional Toothpaste Sales Quantity by Application

(2020-2025) & (K Units)

Table 126. Middle East & Africa Functional Toothpaste Sales Quantity by Application

(2026-2031) & (K Units)

Table 127. Middle East & Africa Functional Toothpaste Sales Quantity by Country

(2020-2025) & (K Units)

Table 128. Middle East & Africa Functional Toothpaste Sales Quantity by Country

(2026-2031) & (K Units)

Table 129. Middle East & Africa Functional Toothpaste Consumption Value by Country

(2020-2025) & (USD Million)

Table 130. Middle East & Africa Functional Toothpaste Consumption Value by Country

(2026-2031) & (USD Million)

Table 131. Functional Toothpaste Raw Material

Table 132. Key Manufacturers of Functional Toothpaste Raw Materials

Table 133. Functional Toothpaste Typical Distributors

Table 134. Functional Toothpaste Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Functional Toothpaste Picture

Figure 2. Global Functional Toothpaste Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Functional Toothpaste Revenue Market Share by Type in 2024

Figure 4. Whitening Type Examples

Figure 5. Moth Proof Type Examples

Figure 6. Gum Care Type Examples

Figure 7. Global Functional Toothpaste Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 8. Global Functional Toothpaste Revenue Market Share by Application in 2024

Figure 9. Adults Examples

Figure 10. Children Examples

Figure 11. Global Functional Toothpaste Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 12. Global Functional Toothpaste Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 13. Global Functional Toothpaste Sales Quantity (2020-2031) & (K Units)

Figure 14. Global Functional Toothpaste Price (2020-2031) & (US\$/Unit)

Figure 15. Global Functional Toothpaste Sales Quantity Market Share by Manufacturer in 2024

Figure 16. Global Functional Toothpaste Revenue Market Share by Manufacturer in 2024

Figure 17. Producer Shipments of Functional Toothpaste by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 18. Top 3 Functional Toothpaste Manufacturer (Revenue) Market Share in 2024

Figure 19. Top 6 Functional Toothpaste Manufacturer (Revenue) Market Share in 2024

Figure 20. Global Functional Toothpaste Sales Quantity Market Share by Region (2020-2031)

Figure 21. Global Functional Toothpaste Consumption Value Market Share by Region (2020-2031)

Figure 22. North America Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 23. Europe Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 24. Asia-Pacific Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Million)

Figure 25. South America Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 26. Middle East & Africa Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 27. Global Functional Toothpaste Sales Quantity Market Share by Type (2020-2031)

Figure 28. Global Functional Toothpaste Consumption Value Market Share by Type (2020-2031)

Figure 29. Global Functional Toothpaste Average Price by Type (2020-2031) & (US\$/Unit)

Figure 30. Global Functional Toothpaste Sales Quantity Market Share by Application (2020-2031)

Figure 31. Global Functional Toothpaste Revenue Market Share by Application (2020-2031)

Figure 32. Global Functional Toothpaste Average Price by Application (2020-2031) & (US\$/Unit)

Figure 33. North America Functional Toothpaste Sales Quantity Market Share by Type (2020-2031)

Figure 34. North America Functional Toothpaste Sales Quantity Market Share by Application (2020-2031)

Figure 35. North America Functional Toothpaste Sales Quantity Market Share by Country (2020-2031)

Figure 36. North America Functional Toothpaste Consumption Value Market Share by Country (2020-2031)

Figure 37. United States Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 38. Canada Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 39. Mexico Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 40. Europe Functional Toothpaste Sales Quantity Market Share by Type (2020-2031)

Figure 41. Europe Functional Toothpaste Sales Quantity Market Share by Application (2020-2031)

Figure 42. Europe Functional Toothpaste Sales Quantity Market Share by Country (2020-2031)

Figure 43. Europe Functional Toothpaste Consumption Value Market Share by Country (2020-2031)

Figure 44. Germany Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 45. France Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 46. United Kingdom Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 47. Russia Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 48. Italy Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 49. Asia-Pacific Functional Toothpaste Sales Quantity Market Share by Type (2020-2031)

Figure 50. Asia-Pacific Functional Toothpaste Sales Quantity Market Share by Application (2020-2031)

Figure 51. Asia-Pacific Functional Toothpaste Sales Quantity Market Share by Region (2020-2031)

Figure 52. Asia-Pacific Functional Toothpaste Consumption Value Market Share by Region (2020-2031)

Figure 53. China Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 54. Japan Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 55. South Korea Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 56. India Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 57. Southeast Asia Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 58. Australia Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 59. South America Functional Toothpaste Sales Quantity Market Share by Type (2020-2031)

Figure 60. South America Functional Toothpaste Sales Quantity Market Share by Application (2020-2031)

Figure 61. South America Functional Toothpaste Sales Quantity Market Share by Country (2020-2031)

Figure 62. South America Functional Toothpaste Consumption Value Market Share by Country (2020-2031)

Figure 63. Brazil Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 64. Argentina Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Million)

Figure 65. Middle East & Africa Functional Toothpaste Sales Quantity Market Share by Type (2020-2031)

Figure 66. Middle East & Africa Functional Toothpaste Sales Quantity Market Share by Application (2020-2031)

Figure 67. Middle East & Africa Functional Toothpaste Sales Quantity Market Share by Country (2020-2031)

Figure 68. Middle East & Africa Functional Toothpaste Consumption Value Market Share by Country (2020-2031)

Figure 69. Turkey Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 70. Egypt Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 71. Saudi Arabia Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 72. South Africa Functional Toothpaste Consumption Value (2020-2031) & (USD Million)

Figure 73. Functional Toothpaste Market Drivers

Figure 74. Functional Toothpaste Market Restraints

Figure 75. Functional Toothpaste Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of Functional Toothpaste in 2024

Figure 78. Manufacturing Process Analysis of Functional Toothpaste

Figure 79. Functional Toothpaste Industrial Chain

Figure 80. Sales Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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