

Global Gum Care Toothpaste Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Gum Care Toothpaste market size was valued at US\$ 1597 million in 2025 and is forecast to a readjusted size of US\$ 2397 million by 2032 with a CAGR of 5.9% during review period.

Gum care toothpaste is a functional toothpaste that adds active ingredients with gum-protecting, anti-inflammatory, hemostatic, soothing, repairing, or antibacterial effects to regular toothpaste. Its main purpose is to prevent and improve problems such as swollen and red gums, bleeding gums, fragile gums, periodontal discomfort, and receding gums.

In 2025, global sales of gum care toothpaste reached 345 million units, with a production capacity of 425 million units. The average selling price was \$4.50 per unit, and the average gross profit margin was 36.8%.

Upstream raw materials for gum care toothpaste include chlorhexidine, tea polyphenols, potassium nitrate, strontium chloride, fluoride, xylitol, CPP-ACP (calcium lactate-phosphorus complex), silica, calcium carbonate, and hydroxypropyl methylcellulose. Midstream core processes include the development of formulas specifically for receding gums, clinical trials, raw material mixing, grinding, homogenization, filling into tubes, and quality testing. Downstream sales are through retail and e-commerce channels to end consumers and medical institutions.

This report is a detailed and comprehensive analysis for global Gum Care 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 Gum Care Toothpaste market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Gum Care Toothpaste market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Gum Care Toothpaste market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Gum Care Toothpaste market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

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 Gum Care Toothpaste

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Gum Care 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-Palmolive, Sensodyne, Lesening, Yunnan Baiyao, Liangmianzhen, Olioli, Chuangdaxin, Beiaijian, Crest, Lion, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Gum Care Toothpaste market is split by Type and by Application. For the period 2021-2032, 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

Hemostasis and Gum Protection

Anti-Sensitivity and Gum Protection

Periodontal Repair

Soothing Repair

Market segment by Core Ingredients

Chinese Herbal Medicine

Western Medicine

Bioactive Materials

Market segment by Packaging Form

Tube Type

Press Type

Market segment by Application

Pharmacies

Medical Institutions

Supermarkets

E-Commerce

Major players covered

Colgate-Palmolive

Sensodyne

Lesening

Yunnan Baiyao

Liangmianzhen

Olioli

Chuangdaxin

Beiaijian

Crest

Lion

DARLIE

SWISSDENT

Ora2

Arm & Hammer

Oral-B

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 Gum Care Toothpaste product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Gum Care Toothpaste, with price, sales quantity, revenue, and global market share of Gum Care Toothpaste from 2021 to 2026.

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

Chapter 4, the Gum Care Toothpaste breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Gum Care Toothpaste market forecast, by

regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Gum Care Toothpaste.

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

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