

Global Oral Care Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Oral Care market size was valued at USD 35450 million in 2023 and is forecast to a readjusted size of USD 42740 million by 2030 with a CAGR of 2.7% during review period.

Oral care products are products used for care of the teeth and the mouth. Based on their special indications, various products are available including toothbrush, toothpaste, Mouthwash, and others; based on application, this report includes infant, Child & Infant, adult and Elderly.

Global key manufacturers of Oral Care include Colgate-Palmolive, P&G, GSK, Colgate-Palmolive, GSK, Johnson & Johnson, Philips, Yunnan Baiyao Group, Lion, Unilever, Sunstar, Perrigo, etc. The global top five players hold a share approximately 60% in terms of revenue. The key players are concentrated in United States, Europe, Japan and China.

The Global Info Research report includes an overview of the development of the Oral Care industry chain, the market status of Adult (Toothpaste, Toothbrush), Child & Infant (Toothpaste, Toothbrush), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Oral Care.

Regionally, the report analyzes the Oral Care markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Oral Care market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Oral Care market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Oral Care industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Toothpaste, Toothbrush).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Oral Care market.

Regional Analysis: The report involves examining the Oral Care market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Oral Care market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Oral Care:

Company Analysis: Report covers individual Oral Care players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Oral Care This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Adult, Child & Infant).

Technology Analysis: Report covers specific technologies relevant to Oral Care. It

assesses the current state, advancements, and potential future developments in Oral Care areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Oral Care market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Oral Care market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Toothpaste

Toothbrush

Floss Pick

Mouthwash

Others

Market segment by Application

Adult

Child & Infant

Elderly

Market segment by players, this report covers

Colgate-Palmolive

The Procter & Gamble Company

GSK plc

Johnson & Johnson

Koninklijke Philips N.V.

Yunnan Baiyao Group Co., Ltd.

Lion Corporation

Unilever plc

Sunstar Inc.

Perrigo

Church & Dwight Co. Inc.

Weimeizi (Guangdong) Co., Ltd.

LG H&H Co., Ltd.

Dencare (Chongqing) Oral Care Co., Ltd.

Trisa AG

Dentaid S.L.

Hangzhou Namei Technology Co.,Ltd.

Jordan Oral Care (Orkla ASA)

Prestige Consumer Healthcare Inc.

Liuzhou Liangmianzhen Co.,Ltd.

Panasonic

Sanofi-Aventis U.S. LLC

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Oral Care product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Oral Care, with revenue, gross margin and global market share of Oral Care from 2019 to 2024.

Chapter 3, the Oral Care competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Oral Care market forecast, by regions, type and application, with consumption value, from

2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Oral Care.

Chapter 13, to describe Oral Care research findings and conclusion.

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