

# Global Toothpastes Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GCA58C5DF8BAEN.html>

Date: July 2024

Pages: 120

Price: US\$ 3,480.00 (Single User License)

ID: GCA58C5DF8BAEN

## Abstracts

According to our (Global Info Research) latest study, the global Toothpastes market size was valued at USD 22800 million in 2023 and is forecast to a readjusted size of USD 29840 million by 2030 with a CAGR of 3.9% during review period.

Toothpaste is a paste or gel dentifrice used with a toothbrush to clean and maintain the aesthetics and health of teeth.

The toothpaste market is experiencing steady growth due to the increasing awareness of oral hygiene and the rising demand for oral care products. Toothpaste is a widely used product for daily oral care routines. North America, Europe, and Asia-Pacific are key regions in the market. Factors such as innovative product formulations, including natural and organic ingredients, fluoride-based toothpastes, and whitening toothpastes, are driving market growth. The market is expected to continue expanding as consumers prioritize oral health and manufacturers introduce new toothpaste variants to cater to specific oral care needs.

The Global Info Research report includes an overview of the development of the Toothpastes industry chain, the market status of Online (Fluoride Toothpastes, Chinese Herbal Toothpaste), Offline (Fluoride Toothpastes, Chinese Herbal Toothpaste), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Toothpastes.

Regionally, the report analyzes the Toothpastes 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 Toothpastes market, with robust domestic demand, supportive policies, and a strong

manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Toothpastes 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 Toothpastes 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 sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Fluoride Toothpastes, Chinese Herbal Toothpaste).

**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 Toothpastes market.

**Regional Analysis:** The report involves examining the Toothpastes 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 Toothpastes market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Toothpastes:

**Company Analysis:** Report covers individual Toothpastes manufacturers, 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 Toothpastes This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online, Offline).

**Technology Analysis:** Report covers specific technologies relevant to Toothpastes. It assesses the current state, advancements, and potential future developments in Toothpastes areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Toothpastes 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

Toothpastes 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 volume and value.

#### Market segment by Type

Fluoride Toothpastes

Chinese Herbal Toothpaste

Antiphlogistic Toothpaste

Other

#### Market segment by Application

Online

Offline

#### Major players covered

CCA Industries

Church & Dwight

Colgate-Palmolive

Unilever

Gaba Holding

Dabur India

Hindustan Unilever

Henkel

Johnson and Johnson

LG Household & Health

Lion Corporation

Procter & Gamble

Sunstar Suisse

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 Toothpastes product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Toothpastes, with price, sales, revenue and global market share of Toothpastes from 2019 to 2024.

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

Chapter 4, the Toothpastes breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Toothpastes market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Toothpastes.

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

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