

Global Xanthan Gum for Toothpaste Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Xanthan Gum for Toothpaste market size is expected to reach \$ 17.51 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

Xanthan gum is usually an organic product made from corn starch by fermentation. It is usually a white or light yellow powder. It is currently the most superior biological gum in the world that combines thickening, suspension, emulsification and stabilization. In toothpaste, xanthan gum is usually used as a suspension stabilizer and thickener for the paste, making it easy to squeeze out evenly from the tooth tube and stand well on the toothbrush. It also has good enzyme resistance, salt tolerance, stability to heat and acid and alkali, and can provide excellent hydration capacity and excellent formula durability to suit different toothpaste formulas. Xanthan gum can be used alone or in combination with other colloids.

In 2025, global sales of Xanthan Gum for Toothpaste reached approximately 3,541 tons, with an average global market price of around US\$ 3,395/ton. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 20% to 50%.

Xanthan Gum for Toothpaste is a specialized oral-care segment of xanthan gum. Its demand is supported by the toothpaste industry's continuous need for paste stability, tube extrusion performance, abrasive suspension and long-term storage stability. As toothpaste products expand from basic cleaning into anti-cavity, whitening, sensitivity relief, gum care, children's care and natural herbal positioning, formulation systems are becoming more complex, involving abrasives, humectants, surfactants, fluoride salts, flavors and active ingredients. This creates higher requirements for the compatibility of

thickening and binding systems. Xanthan gum has good shear-thinning behavior and effective thickening performance at low dosage, allowing toothpaste to remain stable at rest while still being easy to extrude from the tube and spread during brushing. Therefore, it has a stable application base in mid- to high-end toothpastes and gel toothpastes.

From a competitive perspective, toothpaste-grade xanthan gum should not be viewed as a simple commodity gum driven only by price. It places stronger emphasis on quality consistency, low microbial count, low odor, low impurity profile, particle-size control, rapid hydration and mouthfeel performance. International suppliers often enter oral-care customer systems through food-grade, cosmetic-grade or pharmaceutical-excipient-grade xanthan gum, supported by technical documentation, regulatory support and formulation services. Chinese producers have advantages in fermentation scale, cost control and supply stability, but still have room to improve in high-clarity gel toothpaste applications, low-stringiness mouthfeel, validation by multinational oral-care customers and stability of premium specifications.

Future market opportunities mainly come from two directions. First, naturally derived, bio-based and clean-label trends are encouraging toothpaste manufacturers to reduce reliance on some synthetic rheology modifiers, giving fermentation-derived xanthan gum a favorable positioning advantage. Second, the development of low-water toothpaste, gel toothpaste, children's toothpaste, sensitivity-relief toothpaste and functional toothpaste will increase demand for compound thickening systems and highly stable suspension systems. However, xanthan gum used alone may cause stringiness, tackiness or a heavy mouthfeel, so it is often combined with CMC, carrageenan, cellulose ethers, silica thickeners or other hydrocolloids in practical formulations. Overall, the toothpaste-grade xanthan gum market is expected to maintain steady growth, while suppliers with strong consistency, high compatibility and formulation-service capability are more likely to secure long-term customers.

This report studies the global Xanthan Gum for Toothpaste production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Xanthan Gum for Toothpaste and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Xanthan Gum for Toothpaste that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Xanthan Gum for Toothpaste total production and demand, 2021-2032, (Tons)

Global Xanthan Gum for Toothpaste total production value, 2021-2032, (USD Million)

Global Xanthan Gum for Toothpaste production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Xanthan Gum for Toothpaste consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Xanthan Gum for Toothpaste domestic production, consumption, key domestic manufacturers and share

Global Xanthan Gum for Toothpaste production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Xanthan Gum for Toothpaste production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Xanthan Gum for Toothpaste production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Xanthan Gum for Toothpaste market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Fufeng Group, Meihua Group, CP Kelco, Deosen Biochemical, Jianlong Biotechnology, Jungbunzlauer, Cargill, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Xanthan Gum for Toothpaste market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Xanthan Gum for Toothpaste Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Xanthan Gum for Toothpaste Market, Segmentation by Type:

Conventional

Clarified

Global Xanthan Gum for Toothpaste Market, Segmentation by Appearance:

Powder

Liquid

Global Xanthan Gum for Toothpaste Market, Segmentation by Viscosity:

? 1,600 mPa?s

? 1,600 mPa?s

Global Xanthan Gum for Toothpaste Market, Segmentation by Application:

Conventional Fluoride Toothpaste

Gel Toothpaste

Sensitive Teeth Toothpaste

Other

Companies Profiled:

Fufeng Group

Meihua Group

CP Kelco

Deosen Biochemical

Jianlong Biotechnology

Jungbunzlauer

Cargill

Key Questions Answered:

1. How big is the global Xanthan Gum for Toothpaste market?
2. What is the demand of the global Xanthan Gum for Toothpaste market?
3. What is the year over year growth of the global Xanthan Gum for Toothpaste market?
4. What is the production and production value of the global Xanthan Gum for Toothpaste market?
5. Who are the key producers in the global Xanthan Gum for Toothpaste market?
6. What are the growth factors driving the market demand?

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