

Global Toothpaste Binder 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 Toothpaste Binder market size was valued at US\$ 229 million in 2025 and is forecast to a readjusted size of US\$ 284 million by 2032 with a CAGR of 3.1% during review period.

Toothpaste binder refers to the excipient system that holds a dentifrice together and governs its rheology, so the paste or gel keeps its shape on the brush, flows predictably out of the tube, and resists phase separation during storage. In practice, a binder builds a hydrated network that provides yield stress and cohesiveness, helping keep abrasives and actives uniformly suspended while maintaining consistent mouthfeel and appearance.

Functionally, toothpaste binder chemistry is chosen to match the water structure and the abrasive package rather than simply making it thicker. Common families include hydrated silica thickener grades that can deliver body while preserving optical clarity in gels, smectite clays such as magnesium aluminum silicate that stabilize suspensions and reinforce structure, synthetic polyacrylics such as carbomer that offer efficient viscosity building, cellulose ethers such as CMC and HEC that improve cohesion and reduce syneresis, and natural gums such as xanthan and carrageenan that contribute shear thinning and stability. Formulators often use co-binder stacks to balance clarity, abrasivity targets, and fluoride compatibility across different dentifrice architectures.

From a manufacturing and sourcing perspective, toothpaste binder supply is anchored by three upstream pillars: silica producers and clay processors for mineral rheology builders, plus specialty polymer makers for high-efficiency binders and process aids. Downstream buyers are toothpaste formulators at FMCG and consumer-health

companies, as well as OEM and private-label manufacturers that operate validated processes and tightly controlled raw-material change management. Procurement typically combines annual volume frameworks with multi-year qualification, because even small shifts in binder grade, particle morphology, or polymer hydration behavior can affect dispersion, deaeration, filling performance, and long-term stability. Usage tends to sit at low single-digit weight fractions by class: thickening silica is commonly about 0.5–3 wt% in gel systems, clays about 0.5–2 wt%, carbomer about 0.2–0.6 wt% for aqueous thickening, and natural gums about 0.2–1 wt%, with blends used to tune stand-up and extrusion while limiting defects such as lumping or viscosity drift.

In the current market, global production is around 64 thousand tonnes, with an average selling price of about USD 3,500 per tonne EXW basis. Leading suppliers are Evonik, W. R. Grace, Solvay, Vanderbilt Minerals, Lubrizol, CP Kelco, and Ashland. Demand structure is shaped by format engineering: clear gels typically lean more on thickening silica systems that preserve transparency while building high viscosity, whereas opaque pastes more often rely on cellulose-based binders reinforced with mineral structuring agents to manage stand-up, abrasion delivery, and tube stability. The competitive landscape is moderately concentrated on the silica side and more fragmented in polymer and gum co-binders; CR5 by value is driven by the large silica suppliers plus two polymer or gum specialists. Regionally, demand is anchored in China and North America, with growth leverage in broader Indo-Pacific markets as premiumization and gel formats expand. Directionally positive drivers include stronger claims around sensory and aesthetics, tighter stability expectations for multi-active formulations, and formulation shifts toward binder systems that can maintain texture under broader temperature and logistics conditions; constraints include high-purity silica capacity expansion, qualification lead times, and availability volatility for certain specialty polymers.

This report is a detailed and comprehensive analysis for global Toothpaste Binder market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Chemical Family 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 Toothpaste Binder market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Toothpaste Binder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Toothpaste Binder market size and forecasts, by Chemical Family and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Toothpaste Binder market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 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 Toothpaste Binder
- 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 Toothpaste Binder 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 Evonik Industries, Solvay, W. R. Grace, PQ Corporation, Tosoh Corporation, Madhu Silica, Gujarat Multi Gas Base Chemicals, Lubrizol, Ashland, CP Kelco, etc.

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

Market Segmentation

Toothpaste Binder market is split by Chemical Family and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Chemical Family, 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 Chemical Family

Hydrated Silica Thickeners

Smectite Clay (Magnesium Aluminum Silicate)

Carbomer

Cellulose Ethers

Natural Gums

Others

Market segment by Source

Synthetic Inorganic

Natural Mineral

Synthetic Polymer

Bio-Based Polymer

Market segment by Functional Role

Primary Thickener

Co-Thickener/Structure Modifier

Rheology/Stand-Up Tuner

Binder/Film-Former

Market segment by Application

Opaque Paste Toothpastes

Clear Gel Toothpastes

Major players covered

Evonik Industries

Solvay

W. R. Grace

PQ Corporation

Tosoh Corporation

Madhu Silica

Gujarat Multi Gas Base Chemicals

Lubrizol

Ashland

CP Kelco

KIMICA Corporation

Vanderbilt Minerals

Quechen Silicon Chemical

Jin Sanjiang Silica Materials

Dalian Fuchang Chemical

Hengcheng Silica

Tonghua Shuanglong 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 Toothpaste Binder product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Toothpaste Binder 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 Chemical Family and by Application, with sales market share and growth rate by Chemical Family, 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 Toothpaste Binder market forecast, by regions, by Chemical Family, 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 Toothpaste

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

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