

Middle East Oral Care Market Size, Share & Trends Analysis Report By Product (Toothbrush, Toothpaste, Mouthwash/Rinse, Denture Products, Dental Accessories), By Distribution Channel (Organized Retail), By Country, And Segment Forecasts, 2026 - 2033

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Abstracts

The Middle East oral care market size was estimated at USD 1.71 billion in 2025 and is projected to reach USD 3.03 billion by 2033, growing at a CAGR of 7.61% from 2026 to 2033. The growth is attributed due to the rising awareness of oral hygiene and preventive dental care, supported by government- and NGO-led health campaigns and increased education on dental health, which has significantly boosted product adoption across the region.

In addition, rising disposable incomes and rapid urbanization are enabling consumers to shift from basic oral care products to premium, specialized, and branded solutions, such as whitening, sensitivity, and herbal formulations. The increasing prevalence of oral diseases and dental issues is further accelerating demand for preventive and therapeutic products, while continuous product innovation, including electric toothbrushes, smart devices, and natural/organic formulations, is further fueling the growth of the Middle East oral care industry.

The high incidence of oral diseases, including dental caries, periodontal disorders, and untreated gum conditions, remains a significant growth driver for the oral care markets in the Middle East. In several Middle Eastern countries, high rates of cavities, particularly among children and young adults, continue to boost the need for fluoride toothpastes, mouthwashes, and professional dental treatments. This persistent disease

burden keeps preventive care and clinical interventions central to market expansion across both regions.

Middle East Oral Care Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Middle East oral care market report based on product, distribution channel, and country:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Toothbrush

Manual

Electric (rechargeable)

Battery-powered (non-rechargeable)

Others

Toothpaste

Paste

Gel

Polish

Powder

Mouthwash/Rinse

Medicated

Non-medicated

Denture Products

Cleaners

Fixatives

Others

Dental Accessories

Cosmetic Whitening

Dental Chewing Gum

Tongue Scrapers

Breath Strips/Sprays

Oral Irrigators

Countertop

Cordless

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Organized Retail

Supermarkets & Hypermarkets

Convenience Stores & Forecourt Retail (Gas station shops)

Pharmacy & Healthcare Channel

Chain Pharmacies

Independent

Clinic OTC

Digital & Direct Channels

E-commerce Marketplaces (Amazon.ae, Noon.com, Trendyol)

Brand Webstores (Direct-to-Consumer / DTC)

Quick-Commerce (Q-Commerce: Delivery apps like Talabat/Instacart)

Traditional & B2B Channels

Traditional Retail (Mom-and-pop stores, Souks, small grocers)

Professional Dental Distributors (Wholesale to clinics/hospitals)

Institutional Procurement (Government tenders/public health supply)

Regional Outlook (Revenue, USD Million, 2021 - 2033)

Saudi Arabia

UAE

Turkey

Egypt

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