

North America Oral Health Probiotics Market Size, Share & Trends Analysis Report By Type (Probiotics, Prebiotics, Postbiotics), By Form (Tablets, Lozenges, Gummies), By End Use (Human & Animals), By Distribution Channel, By Country, And Segment Forecasts, 2026 - 2033

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Abstracts

The North America oral health probiotics market size was estimated at USD 132.6 million in 2025 and is expected to reach USD 276.6 million by 2033, growing at a CAGR of 9.6% from 2026 to 2033. There has been a surge in public awareness regarding the significance of maintaining optimal oral hygiene.

People recognize that oral health is not just about preventing cavities but also plays a pivotal role in overall well-being, encompassing gum disease prevention and combating bad breath. This increased awareness has ignited a growing interest in products supporting and enhancing oral health, with oral probiotics emerging as a promising option. Consumer attitudes are clearly moving toward preventive healthcare. Instead of addressing oral health issues after they occur, people are increasingly focused on actively maintaining oral wellness. Oral probiotics offer a natural, proactive way to support a healthy oral environment, helping to reduce the risk of problems before they develop.

The current focus on holistic health and wellness is driving growth of North America oral health probiotics market. Consumers are becoming more aware of the importance of multiple aspects of health, with oral health playing a key role. A healthy mouth is increasingly seen as an essential contributor to overall well-being.

The availability of a diverse range of oral probiotic products and robust marketing efforts by manufacturers have also played a pivotal role in piquing consumer interest and driving sales. Dental professionals actively endorse these products, recognizing their potential in maintaining oral health and advising their patients to incorporate them into their daily oral care routines. In September 2025, BioGaia introduced Prodentis Fresh Breath lozenges, a probiotic formula with zinc designed to deliver immediate and long-lasting fresh breath while supporting gum and dental health.

A key trend is the rising consumer preference for natural and organic oral care products. In North America, people are becoming more mindful of product ingredients, driving demand for options free from artificial chemicals and additives. This shift highlights the market's movement toward cleaner, more natural solutions, with companies such as Davids Health Sciences, Inc. offering non-fluoride toothpaste that blends health-focused ingredients with modern dental science.

Environmental sustainability is emerging as another key trend in the North America oral health probiotics market. Consumers are increasingly concerned about the environmental impact of their purchases, including oral care products. Brands that adhere to eco-friendly practices, such as recyclable packaging and sustainable sourcing of ingredients, are gaining popularity. Companies such as Colgate-Palmolive aim to eliminate plastic waste by making all packaging recyclable, reusable, or compostable and reducing virgin plastic use while increasing recycled content.

Regulatory support and certifications endorsing natural and organic products are significant drivers. These endorsements provide credibility and assurance to consumers, encouraging the adoption of such products. Regulatory bodies are crucial in assuring consumers that their chosen products meet specific standards and criteria.

North America Oral Health Probiotics Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the North America oral health probiotics market report on the basis of type, form, end use, distribution channel, and country:

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

Probiotics

Prebiotics

Postbiotics

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

Tablets

Lozenges

Gummies

Toothpaste

Mouthwash

Others

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Human

Animal

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

Pharmacies & Drug Stores

Specialty Stores

Online

Others

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

U.S.

Canada

Mexico

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Materials & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Type Outlook
- 2.3. Form Outlook
- 2.4. End Use Outlook
- 2.5. Distribution Channel Outlook
- 2.6. Country Outlook
- 2.7. Competitive Landscape Snapshot

CHAPTER 3. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET VARIABLES AND TRENDS

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends & Outlook
 - 3.2.2. Retail/Sales Channel Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools

- 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Observations & Recommendations

CHAPTER 5. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. North America Oral Health Probiotics Market, By Type: Key Takeaways
- 5.2. Type Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts by Type, 2021 - 2033 (USD Million)
 - 5.3.1. Probiotics
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2. Prebiotics
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.3. Postbiotics
 - 5.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 6. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: FORM ESTIMATES & TREND ANALYSIS

- 6.1. North America Oral Health Probiotics Market, By Form: Key Takeaways
- 6.2. Form Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts by Form, 2021 - 2033 (USD Million)
 - 6.3.1. Tablets
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.2. Lozenges
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.3. Gummies
 - 6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.4. Toothpaste
 - 6.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.5. Mouthwash

6.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)

6.3.6. Others

6.3.6.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 7. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: END USE ESTIMATES & TREND ANALYSIS

7.1. North America Oral Health Probiotics Market, By End Use: Key Takeaways

7.2. End Use Movement Analysis & Market Share, 2025 & 2033

7.3. Market Estimates & Forecasts by End Use, 2021 - 2033 (USD Million)

7.3.1. Human

7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)

7.3.2. Animal

7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 8. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

8.1. North America Oral Health Probiotics Market, By Distribution Channel: Key Takeaways

8.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033

8.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Million)

8.3.1. Pharmacies & Drug Stores

8.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.2. Specialty Stores

8.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.3. Online

8.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.4. Others

8.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 9. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: COUNTRY ESTIMATES & TREND ANALYSIS

9.1. Country Movement Analysis & Market Share, 2025 & 2033

9.2. North America

9.2.1. U.S.

9.2.1.1. Key country dynamics

9.2.1.2. Market estimates and forecast, 2021 - 2033 (USD Million)

9.2.2. Canada

9.2.2.1. Key country dynamics

9.2.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)

9.2.3. Mexico

9.2.3.1. Key country dynamics

9.2.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 10. NORTH AMERICA ORAL HEALTH PROBIOTICS MARKET: COMPETITIVE ANALYSIS

10.1. Recent Developments & Impact Analysis by Key Market Participants

10.2. Company Categorization

10.3. Participant's Overview

10.4. Financial Performance

10.5. Product Benchmarking

10.6. Company Market Share Analysis, 2025 (%)

10.7. Company Heat Map Analysis, 2025

10.8. Strategy Mapping

10.9. Company Profiles

10.9.1. BioGaia AB

10.9.1.1. Company Overview

10.9.1.2. Financial Performance

10.9.1.3. Product Portfolios

10.9.1.4. Strategic Initiatives

10.9.2. NOW Foods

10.9.2.1. Company Overview

10.9.2.2. Financial Performance

10.9.2.3. Product Portfolios

10.9.2.4. Strategic Initiatives

10.9.3. HYPERBIOTICS

10.9.3.1. Company Overview

10.9.3.2. Financial Performance

10.9.3.3. Product Portfolios

10.9.3.4. Strategic Initiatives

10.9.4. ProBiora Health

10.9.4.1. Company Overview

10.9.4.2. Financial Performance

10.9.4.3. Product Portfolios

10.9.4.4. Strategic Initiatives

10.9.5. OraTicx

10.9.5.1. Company Overview

10.9.5.2. Financial Performance

10.9.5.3. Product Portfolios

10.9.5.4. Strategic Initiatives

10.9.6. Pure Research Restore

10.9.6.1. Company Overview

10.9.6.2. Financial Performance

10.9.6.3. Product Portfolios

10.9.6.4. Strategic Initiatives

10.9.7. Great Oral Health

10.9.7.1. Company Overview

10.9.7.2. Financial Performance

10.9.7.3. Product Portfolios

10.9.7.4. Strategic Initiatives

10.9.8. Church & Dwight Co., Inc.

10.9.8.1. Company Overview

10.9.8.2. Financial Performance

10.9.8.3. Product Portfolios

10.9.8.4. Strategic Initiatives

10.9.9. NatureWise

10.9.9.1. Company Overview

10.9.9.2. Financial Performance

10.9.9.3. Product Portfolios

10.9.9.4. Strategic Initiatives

10.9.10. Jarrow Formulas, Inc.

10.9.10.1. Company Overview

10.9.10.2. Financial Performance

10.9.10.3. Product Portfolios

10.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

- Table 1. North America oral health probiotics market - Key market driver analysis
- Table 2. North America oral health probiotics market - Key market restraint analysis
- Table 3. North America oral health probiotics market estimates & forecast, by type (USD Million)
- Table 4. North America oral health probiotics market estimates & forecast, by form (USD Million)
- Table 5. North America oral health probiotics market estimates & forecast, by end use (USD Million)
- Table 6. North America oral health probiotics market estimates & forecast, by distribution channel (USD Million)
- Table 7. U.S. macro-economic outlay
- Table 8. U.S. North America oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)
- Table 9. U.S. North America oral health probiotics market estimates & forecast, by type (USD Million)
- Table 10. U.S. North America oral health probiotics market estimates & forecast, by form (USD Million)
- Table 11. U.S. North America oral health probiotics market estimates & forecast, by end use (USD Million)
- Table 12. U.S. North America oral health probiotics market estimates & forecast, by distribution channel (USD Million)
- Table 13. Canada macro-economic outlay
- Table 14. Canada North America oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)
- Table 15. Canada North America oral health probiotics market estimates & forecast, by type (USD Million)
- Table 16. Canada North America oral health probiotics market estimates & forecast, by form (USD Million)
- Table 17. Canada North America oral health probiotics market estimates & forecast, by end use (USD Million)
- Table 18. Canada North America oral health probiotics market estimates & forecast, by distribution channel (USD Million)
- Table 19. Mexico macro-economic outlay
- Table 20. Mexico North America oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)

Table 21. Mexico North America oral health probiotics market estimates & forecast, by type (USD Million)

Table 22. Mexico North America oral health probiotics market estimates & forecast, by form (USD Million)

Table 23. Mexico North America oral health probiotics market estimates & forecast, by end use (USD Million)

Table 24. Mexico North America oral health probiotics market estimates & forecast, by distribution channel (USD Million)

Table 25. Recent developments & impact analysis by key market participants

Table 26. Company market share, 2025

Table 27. Company heat map analysis

Table 28. Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 North America Oral Health Probiotics Market Segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Type snapshot
- Fig. 8 Form snapshot
- Fig. 9 End Use snapshot
- Fig. 10 Distribution Channel snapshot
- Fig. 11 Country snapshot
- Fig. 12 Competitive landscape snapshot
- Fig. 13 North America oral health probiotics market size (USD Million)
- Fig. 14 North America oral health probiotics market size, 2021 to 2033 (USD Million)
- Fig. 15 North America oral health probiotics market: Penetration & growth prospect mapping
- Fig. 16 North America oral health probiotics market: Value chain analysis
- Fig. 17 North America oral health probiotics market: Profit margin analysis
- Fig. 18 North America oral health probiotics market: Market dynamics
- Fig. 19 North America oral health probiotics market: Porter's five forces analysis
- Fig. 20 Factors influencing buying decisions for oral health probiotics
- Fig. 21 North America oral health probiotics market: Type Movement Analysis, 2025 & 2033 (%)
- Fig. 22 Probiotics oral health market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 23 Prebiotics oral health market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 24 Postbiotics oral health market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 25 North America oral health probiotics market: Form Movement Analysis, 2025 & 2033 (%)
- Fig. 26 Tablets oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 27 Lozenges oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 28 Gummies oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 29 Toothpaste oral health probiotics market estimates and forecast, 2021 - 2033

(USD Million)

Fig. 30 Mouthwash oral health probiotics market estimates and forecast, 2021 - 2033

(USD Million)

Fig. 31 Other oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 32 North America oral health probiotics market: End Use Movement Analysis, 2025 & 2033 (%)

Fig. 33 Human oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 34 Animal oral health probiotics market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 35 North America oral health probiotics market: Distribution Channel Movement Analysis, 2025 & 2033 (%)

Fig. 36 North America oral health probiotics market estimates and forecast, through pharmacies & drug stores, 2021 - 2033 (USD Million)

Fig. 37 North America oral health probiotics market estimates and forecast, through specialty stores, 2021 - 2033 (USD Million)

Fig. 38 North America oral health probiotics market estimates and forecast, through online channel, 2021 - 2033 (USD Million)

Fig. 39 North America oral health probiotics market estimates and forecast, other channel, 2021 - 2033 (USD Million)

Fig. 40 North America oral health probiotics market: Country outlook, 2025 & 2033 (USD Million)

Fig. 41 Country marketplace: Key takeaways

Fig. 42 North America market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 43 US market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 44 Canada market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 45 Mexico market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 46 Key company categorization

Fig. 47 Company market share analysis, 2025

Fig. 48 Strategic framework of North America oral health probiotics market

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