

Oral Care Market Size, Share & Trends Analysis Report By Product (Toothbrush, Toothpaste, Mouthwash/Rinse, Denture Products, Dental Accessories), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/OE76F35A1B7EN.html>

Date: June 2022

Pages: 128

Price: US\$ 5,950.00 (Single User License)

ID: OE76F35A1B7EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Oral Care Market Growth & Trends

The global oral care market size is expected to reach USD 58.5 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 6.4% from 2022 to 2030. Growing cases of dental caries and rising awareness among people regarding oral hygiene have contributed to the market growth. According to FDI World Dental Federation, oral diseases affect around 3.5 billion people worldwide and it is estimated that around 2.3 billion people suffer from dental caries (tooth decay) of permanent teeth, globally. The lack of a proper diet is one of the leading factors contributing to the increase in the number of dental problems worldwide. Proper brushing of the teeth using toothpaste containing fluoride and a toothbrush can hinder dental problems to a significant extent, thereby creating demand for these products.

Various awareness programs initiated by major players have led to increased awareness regarding oral hygiene among people of both developed as well as developing countries. For instance, the BRIGHT SMILES, BRIGHT FUTURES program by Colgate-Palmolive Company has been proactively involved in providing dental screenings and spreading oral health education with over billions of children and their families in many countries benefited from it. Thus, such support and initiatives have played a significant role in creating awareness among consumers worldwide about the

importance of oral and dental hygiene. Furthermore, bringing new products into the market is another significant driver influencing the demand for oral care products. The launch of advanced products, such as powered toothbrushes and toothpaste, has transformed the market. In December 2020, P&G's Crest, Oral-B and Blend-a-med announced the launch of its first-ever recyclable high-density polyethylene toothpaste tubes in Europe and North America.

The COVID-19 pandemic has significantly affected the market. Initially, due to lockdown and global restrictions being imposed in most countries, many dental treatments and procedures were halted. The COVID-19 pandemic initially caused a massive disruption in the supply chain of the overall medical industry. However, leading personal care players such as Colgate-Palmolive Company; Johnson & Johnson Services, Inc.; and Procter & Gamble witnessed a rise in their sales from the oral care segment as consumer focus on hygiene is growing.

Oral Care Market Report Highlights

In 2021, the toothpaste product segment dominated the market with a revenue share of over 25.0% due to the increase in the number of people using different forms of toothpaste

The toothbrush product segment is expected to grow at the fastest rate over the forecast period. The availability of a wide range of advanced and innovative products, such as battery-powered and electric toothbrushes, is fueling the segment growth

Asia Pacific held the largest market share in 2021 and is also projected to be the fastest-growing segment during the forecast period. This is due to the rising awareness about oral health among people in developing countries, such as India and China

Leading players are coming up with easy-to-use and innovative oral care products, which has increased the adoption of oral care products at home

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 RESEARCH METHODOLOGY

- 2.1 Country Wise Market: Base Estimates
- 2.2 Global Market: CAGR Calculation
- 2.3 Region Based Segment Share Calculation
- 2.4 Research Scope & Assumptions
- 2.5 List of Data Sources
- 2.6 Market Snapshot

CHAPTER 3 ORAL CARE MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation & Scope
- 3.2 Market Driver Analysis
 - 3.2.1 Growing awareness related to dental hygiene
 - 3.2.2 Rising prevalence of dental caries
 - 3.2.3 Introduction of innovative products
 - 3.2.4 Rising geriatric population
- 3.3 Market Restraint Analysis
 - 3.3.1 Limitations of electric toothbrush
- 3.4 Key Opportunities Prioritized
 - 3.4.1 Key opportunities prioritized, by product
- 3.5 Oral Care - SWOT Analysis, by Factor (Political & Legal, Economic and Technological)
- 3.6 Industry Analysis - Porter's
- 3.7 Oral Care Market: Company Market Share Analysis, 2021

CHAPTER 4 ORAL CARE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1 Oral Care Market: Product Movement Analysis
- 4.2 Toothbrush
 - 4.2.1 Toothbrush market, 2018 - 2030 (USD Million)
 - 4.2.2 Manual toothbrush
 - 4.2.2.1 Manual toothbrush market, 2018 - 2030 (USD Million)
 - 4.2.3 Electric toothbrush
 - 4.2.3.1 Electric toothbrush market, 2018 - 2030 (USD Million)

- 4.2.4 Battery-powered toothbrush
 - 4.2.4.1 Battery-powered toothbrush market, 2018 - 2030 (USD Million)
- 4.2.5 Other toothbrush
 - 4.2.5.1 Other toothbrush market, 2018 - 2030 (USD Million)
- 4.3 Toothpaste
 - 4.3.1 Toothpaste market, 2018 - 2030 (USD Million)
 - 4.3.2 Gel toothpaste
 - 4.3.2.1 Gel toothpaste market, 2018 - 2030 (USD Million)
 - 4.3.3 Polish toothpaste
 - 4.3.3.1 Polish toothpaste market, 2018 - 2030 (USD Million)
 - 4.3.4 Paste toothpaste
 - 4.3.4.1 Paste toothpaste market, 2018 - 2030 (USD Million)
 - 4.3.5 Powder toothpaste
 - 4.3.5.1 Powder toothpaste market, 2018 - 2030 (USD Million)
- 4.4 Mouthwash/Rinse
 - 4.4.1 Mouthwash/rinse market, 2018 - 2030 (USD Million)
 - 4.4.2 Medicated mouthwash/rinse
 - 4.4.2.1 Medicated mouthwash/rinse market, 2018 - 2030 (USD Million)
 - 4.4.3 Non-medicated mouthwash/rinse
 - 4.4.3.1 Non-medicated mouthwash/rinse market, 2018 - 2030 (USD Million)
- 4.5 Denture Products
 - 4.5.1 Denture products market, 2018 - 2030 (USD Million)
 - 4.5.2 Cleaners
 - 4.5.2.1 Cleaners market, 2018 - 2030 (USD Million)
 - 4.5.3 Fixatives
 - 4.5.3.1 Fixatives market, 2018 - 2030 (USD Million)
 - 4.5.4 Other denture products
 - 4.5.4.1 Other denture products market, 2018 - 2030 (USD Million)
- 4.6 Dental Accessories
 - 4.6.1 Dental accessories market, 2018 - 2030 (USD Million)
 - 4.6.2 Cosmetic whitening products
 - 4.6.2.1 Cosmetic whitening products market, 2018 - 2030 (USD Million)
 - 4.6.3 Fresh breath dental chewing gum
 - 4.6.3.1 Fresh breath dental chewing gum market, 2018 - 2030 (USD Million)
 - 4.6.4 Tongue scrapers
 - 4.6.4.1 Tongue scrapers market, 2018 - 2030 (USD Million)
 - 4.6.5 Fresh breath strips
 - 4.6.5.1 Fresh breath strips market, 2018 - 2030 (USD Million)
 - 4.6.6 Others

4.6.6.1 Others market, 2018 - 2030 (USD Million)

4.6.6.2 Oral Irrigators

4.6.6.2.1 Oral irrigators market, 2018 - 2030 (USD Million)

4.6.6.3 Mouth Freshener Sprays

4.6.6.3.1. Mouth Freshener Sprays market, 2018 - 2030 (USD Million)

CHAPTER 5 ORAL IRRIGATOR MARKET: PRODUCT TYPE ESTIMATES & TREND ANALYSIS

5.1 Oral Irrigator Market: Product Type Movement Analysis

5.2 Countertop

5.3 Cordless

CHAPTER 6 ORAL IRRIGATOR MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

6.1 Oral Irrigator Market: Application Movement Analysis

6.2 Home

6.3 Dentistry

CHAPTER 7 ORAL CARE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS, BY PRODUCT

7.1 Oral Care Market Share by Region, 2022-2030

7.2 Asia Pacific

7.2.1 Japan

7.2.2 China

7.2.3 India

7.3 Europe

7.3.1 Germany

7.3.2 U.K.

7.3.3 France

7.3.4 Italy

7.3.5 Spain

7.4 North America

7.4.1 U.S.

7.4.2 Canada

7.5 Latin America

7.5.1 Brazil

7.5.2 Mexico

7.5.3 Argentina

7.6 MEA

7.6.1 South Africa

7.6.2 Saudi Arabia

7.6.3 UAE

CHAPTER 8 COMPETITIVE LANDSCAPE

8.1 Company Profiles

8.1.1 Procter & Gamble

8.1.1.1 Company overview

8.1.1.2 Financial performance

8.1.1.3 Product benchmarking

8.1.1.4 Strategic initiatives

8.1.2 Johnson & Johnson Consumer Inc.

8.1.2.1 Company overview

8.1.2.2 Financial performance

8.1.2.3 Product benchmarking

8.1.3 Colgate-Palmolive

8.1.3.1 Company overview

8.1.3.2 Financial performance

8.1.3.3 Product benchmarking

8.1.3.4 Strategic initiative

8.1.4 GlaxoSmithKline

8.1.4.1 Company overview

8.1.4.2 Financial performance

8.1.4.3 Product benchmarking

8.1.4.4 Strategic initiatives

8.1.5 Church & Dwight Co. Inc.

8.1.5.1 Company overview

8.1.5.2 Financial performance

8.1.5.3 Product benchmarking

8.1.5.4 Strategic initiatives

8.1.6 Dr. Fresh, LLC

8.1.6.1 Company overview

8.1.6.2 Product benchmarking

8.1.7 Dentaid

8.1.7.1 Company overview

- 8.1.7.2 Product benchmarking
- 8.1.7.3 Strategic initiatives
- 8.1.8 Lion Corporation
 - 8.1.8.1 Company overview
 - 8.1.8.2 Financial Performance
 - 8.1.8.3 Product benchmarking
 - 8.1.8.4 Strategic initiatives
- 8.1.9 Sunstar Suisse S.A.
 - 8.1.9.1 Company overview
 - 8.1.9.2 Financial Performance
 - 8.1.9.3 Product benchmarking
 - 8.1.9.4 Strategic initiatives

List Of Tables

LIST OF TABLES

TABLE 1 List of secondary sources

TABLE 2 List of Abbreviations

TABLE 3 Strategic collaborations by key players

List Of Figures

LIST OF FIGURES

- FIG. 1 Primary interviews, by sources
- FIG. 2 Primary interviews, by region
- FIG. 3 Market summary (USD Million)
- FIG. 4 Market trends & outlook
- FIG. 5 Market segmentation & scope
- FIG. 6 Market driver relevance analysis (Current & future impact)
- FIG. 7 Market restraint relevance analysis (Current & future impact)
- FIG. 8 Key opportunities prioritized, by product
- FIG. 9 SWOT analysis, by factor (political & legal, economic and technological)
- FIG. 10 Porter's Five Forces Analysis
- FIG. 11 Oral care market: Company market share analysis, 2021
- FIG. 12 Oral care market, product outlook: Key takeaways
- FIG. 13 Oral care market: Product movement analysis
- FIG. 14 Toothbrush market, 2018 - 2030 (USD Million)
- FIG. 15 Manual toothbrush market, 2018 - 2030 (USD Million)
- FIG. 16 Electric toothbrush market, 2018 - 2030 (USD Million)
- FIG. 17 Battery-powered toothbrush market, 2018 - 2030 (USD Million)
- FIG. 18 Other toothbrush market, 2018 - 2030 (USD Million)
- FIG. 19 Toothpaste market, 2018 - 2030 (USD Million)
- FIG. 20 Gel toothpaste market, 2018 - 2030 (USD Million)
- FIG. 21 Polish toothpaste market, 2018 - 2030 (USD Million)
- FIG. 22 Paste toothpaste market, 2018 - 2030 (USD Million)
- FIG. 23 Powder toothpaste market, 2018 - 2030 (USD Million)
- FIG. 24 Mouthwash/rinse market, 2018 - 2030 (USD Million)
- FIG. 25 Mouthwash/rinse market, 2018 - 2030 (USD Million)
- FIG. 26 Non-medicated mouthwash/rinse market, 2018 - 2030 (USD Million)
- FIG. 27 Denture products market, 2018 - 2030 (USD Million)
- FIG. 28 Cleaners market, 2018 - 2030 (USD Million)
- FIG. 29 Fixatives market, 2018 - 2030 (USD Million)
- FIG. 30 Other denture products market, 2018 - 2030 (USD Million)
- FIG. 31 Dental accessories market, 2018 - 2030 (USD Million)
- FIG. 32 Cosmetic whitening products market, 2018 - 2030 (USD Million)
- FIG. 33 Fresh breath dental chewing gum market, 2018 - 2030 (USD Million)
- FIG. 34 Tongue scrapers market, 2018 - 2030 (USD Million)
- FIG. 35 Fresh breath strips market, 2018 - 2030 (USD Million)

- FIG. 36 Floss market, 2018 - 2030 (USD Million)
- FIG. 38 Other dental accessories market, 2018 - 2030 (USD Million)
- FIG. 39 Oral care market, product type outlook: Key takeaways
- FIG. 40 Oral care market: Product type movement analysis
- FIG. 41 Countertop market, 2018 - 2030 (USD Million)
- FIG. 42 Cordless market, 2018 - 2030 (USD Million)
- FIG. 43 Oral care market, application outlook: Key takeaways
- FIG. 44 Oral care market: Application movement analysis
- FIG. 45 Home market, 2018 - 2030 (USD Million)
- FIG. 46 Dentistry market, 2018 - 2030 (USD Million)
- FIG. 47 Global oral care market: Regional movement analysis
- FIG. 48 Global market share, by region
- FIG. 49 North America market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 50 U.S. market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 51 Canada market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 52 Europe market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 53 U.K. market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 54 Germany market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 55 France market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 56 Italy market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 57 Spain market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 58 Asia Pacific market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 59 Japan market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 60 China market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 61 India market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 62 Latin America market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 63 Brazil market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 64 Mexico market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 65 Argentina market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 66 Middle East and Africa market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 67 South Africa market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 68 Saudi Arabia market estimates and forecast, 2018 - 2030 (USD Million)
- FIG. 69 UAE market estimates and forecast, 2018 - 2030 (USD Million)

I would like to order

Product name: Oral Care Market Size, Share & Trends Analysis Report By Product (Toothbrush, Toothpaste, Mouthwash/Rinse, Denture Products, Dental Accessories), By Region, And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/OE76F35A1B7EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OE76F35A1B7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970