

Pediatric Oral Care Market Size, Share & Trends Analysis Report By Product (Toothbrush, Toothpaste, Mouthwash), By Application (Home, Dentistry), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Pediatric Oral Care Market Growth & Trends

The global pediatric oral care market size is estimated to reach USD 15.5 billion by 2030, registering a CAGR of 7.1% from 2025 to 2030, according to a new report by Grand View Research, Inc. The growing problems of tooth decay, cavities, and dental diseases will lead to a surge in demand for pediatric oral care products. According to the Centers for Disease Control and Prevention, in the U.S., cavities are among the most common chronic diseases in childhood. Children from low-income groups aged 5 to 19 years are likely to have cavities twice as compared to children from higher-income families. Moreover, the increase in demand for new innovative pediatric oral care products such as flavored toothpaste, cavity protection toothpaste, baby tongue cleaner, and cartoon-themed mouthwash boosts the growth of the market.

The COVID-19 pandemic had a significant effect on the market for pediatric oral care due to the increased demand for toothpaste and baby toothbrushes. The COVID-19 pandemic has adversely affected the business operations and financial condition of various market players in the first half of 2020 due to disrupted supply and logistics of raw materials. The COVID-19 pandemic had a minor effect on the global toothpaste sector as the demand for the product was unaffected throughout the year for maintaining oral hygiene.

Asia Pacific accounted for the largest revenue share of over 40.1% in 2024, owing

Due to the increasing prevalence of oral diseases in Asia Pacific countries such as India, China, and Japan. For instance, oral diseases have remained the most prevalent disease group in India over the past 30 years. India is one of the countries with a high population consuming tobacco and tobacco products along with pursuing unhealthy eating habits, which is a leading cause of oral cancer. The large population in these countries and the presence of market players are the factors responsible for the market growth.

Pediatric Oral Care Market Report Highlights

The toothpaste product segment dominated the market in 2024 with a share of over 34.1%, owing to the fact that a large number of people use toothpaste as it provides overall protection from oral diseases.

Based on application, the home segment holds the largest revenue share of 73.7% in 2024, fueled by a rise in the demand for children's at-home oral care products.

By distribution channel, the hypermarkets/supermarkets segment accounted for the largest revenue share of over 38.5% in 2024 and is anticipated to maintain its dominance over the forecast period owing to the easy availability and a large number of oral care products in a single place, which can be compared while buying the product.

The online retailers segment is expected to register the fastest growth rate of 7.6% over the forecast period.

Asia Pacific held the maximum revenue share of over 40.1% in 2024. This can be attributed to the rising awareness among people regarding using pediatric oral care products.

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