

Toothpaste Tablet Market Size, Share & Trends Analysis Report By Product Type (Fluoride-based, Fluoride Free), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Toothpaste Tablet Market Growth & Trends

The global toothpaste tablet market size is expected to reach USD 118.3 million by 2030, according to a new report by Grand View Research Inc. The market is expected to expand at a CAGR of 7.9% from 2022 to 2030. In recent years, the adoption of toothpaste tablets has been increasing among the younger generations, particularly millennials. Growing demand from campers, travelers, influencers, and trekkers is also driving the market growth. The increase in the number of environment-conscious consumers trying to shift towards eco-friendly products across the globe is accelerating the demand for toothpaste tablets.

Growing digital penetration has driven market players to expand their businesses through online retail platforms, which has also aided toothpaste tablet manufacturers in raising customer awareness, resulting in increased sales. The e-commerce subscription model is an emerging trend in the market. For instance, companies like DENTTABS are using a subscription model in which they provide a monthly supply of toothpaste tablets to their customers which also helps them in creating a loyal customer base.

The Covid-19 pandemic resulted in more people opting for online shopping which has provided a huge customer base to the market. Hello Products LLC, listed its products on different online platforms where they offer 30-35% discount on their toothpaste tablets

thus attracting more customers.

Toothpaste Tablet Market Report Highlights

The fluoride based segment accounted for revenue share of 67.8% in 2021. The fluoride base segment has approximately captured one-third of the market share as it is an important component of toothpaste and the American Dental Association (ADA) only issues the seal of acceptance to toothpaste that contains it

The online retail segment held the largest revenue share of over 48.4% in 2021. New dental trends are being set by the increased use of e-commerce sites for oral care products

The supermarkets and hypermarkets segment is the second-fastest-growing channel. It is expected to witness a CAGR of 8.0% from 2022 to 2030. Supermarkets have a large selection of food products as well as non-food products

Many toothpaste tablet manufacturers prefer to sell their products in a department store. For instance, Unpaste (Avespan, LLC) sells its toothpaste tablet in around 200 stores around the U.S. Customers prefer to buy goods from a department store because of the convenience and options available

In Europe, the market is expected to witness the fastest CAGR of 8.4% from 2022 to 2030. The increase in the number of consumers concerned about oral hygiene around Europe drives the market

The international consumer goods company Colgate-Palmolive, which owns Colgate, has been trying to reduce the environmental impact of its popular toothpaste tubes. It was announced in January 2022 that by 2023, all Colgate Toothpaste Tubes would be recyclable. Colgate is not alone in its packaging creativity. Several brands, including Georganics, Lush, and Parla, sell toothpaste tablets in recyclable jars

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