

# **U.S. Oral Care Products Market Size, Share & Trends Analysis Report By Product (General, Beauty), By Gender (Men, Women), By Distribution Channel (Specialty Stores, Online, Hypermarkets & Supermarkets), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **U.S. Oral Care Products Market Growth & Trends**

The U.S. oral care products market size is anticipated to reach USD 15.71 billion by 2030 and is anticipated to expand at a CAGR of 5.6% from 2025 to 2030, according to a new report by Grand View Research, Inc. Key factors driving the market growth are the increasing prevalence of dental diseases, the aging population susceptible to dental caries, unhealthy food habits, and product innovation. Growing awareness of oral hygiene and rising per capita disposable income have fueled demand for innovative oral care products that incorporate smart technologies and teledentistry solutions. For example, in February 2023, Colgate introduced a whitening pen and a whitening kit to enhance enamel protection while supporting oral health.

At the same time, the market faces regulatory oversight from several key agencies, including the Food and Drug Administration (FDA), the Centers for Disease Control and Prevention (CDC), the Health Resources and Services Administration (HRSA), and the National Institute of Dental and Craniofacial Research (NIDCR). The FDA plays a particularly critical role by ensuring the safety and effectiveness of oral care products such as toothpaste, mouthwash, and dental devices.

According to the data published by the National Institute of Dental and Craniofacial

Research, nearly 90% of adults aged 20 to 64 have experienced tooth decay. Among working-age adults, those aged 50 to 64 showed the highest prevalence, with 96% affected. Tooth decay is notably more common among current smokers compared to individuals who never smoked or quit. Accordingly, the high prevalence of dental ailments and diseases, such as tooth enamel, periodontal disease, dental caries, and dental erosion, remains a significant global health challenge, positively impacting the market.

## U.S. Oral Care Products Market Report Highlights

Toothpaste holds the largest market share due to its essential role in daily oral hygiene, widespread affordability, and easy availability through various retail channels. Its multifunctional benefits-cavity prevention, whitening, and gum care-appeal to diverse consumer needs. Adult users, in particular, drive demand as they seek solutions for common dental issues like gum disease and enamel protection.

As the elderly population grows, there is a greater emphasis on oral health maintenance to prevent age-related dental issues. This demographic shift has led to an increased demand for specialized dental floss products designed for sensitive teeth and gums, bolstering the overall growth of the dental floss market. In March 2023, Burst Oral Care launched the BURSTkids Flossables, explicitly designed for children. The floss is coated with natural wax and free from harmful chemicals such as PFAS (per- and poly-fluoroalkyl substances), BPA (bisphenol A), Teflon, artificial colors, and flavors.

Distribution through hypermarkets and supermarkets led the overall U.S. oral care product market in 2024. This is due to the wide availability of supermarkets and hypermarkets across the globe. In addition, these stores offer a range of bulk discounts that reduce the cost pressure on retail stores and consumers. Moreover, these stores are often run by corporations and institutions with immense capital, which drives growth and allows for rapid expansion. For instance, in January 2024, Lidl, a German supermarket chain, announced the opening of a Queens, New York, store. By this opening, Lidl achieved its 174th store in the U.S.

## Companies Mentioned

Procter and Gamble Company (P&G)  
Colgate-Palmolive Company  
Church & Dwight Co., Inc.  
Unilever PLC  
Johnson & Johnson Services, Inc.  
SmileDirectClub, Inc.  
GlaxoSmithKline plc (GSK Consumer Healthcare)  
Philips Oral Healthcare, Inc.  
Perrigo Company  
Dr. Brite, LLC

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