

# Baby Oral Care Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global baby oral care products market size reached US\$ 1.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1.5 Billion by 2028, exhibiting a growth rate (CAGR) of 2.1% during 2023-2028.

Oral care is the practice of keeping the mouth healthy, germ-free, and hygienic by routinely cleaning the teeth and gums, which is highly imperative for all individuals, especially babies. Baby oral care products are presently available in various forms, such as baby silicon hand brushes with soft and gentle bristles, tooth massagers, and toothpaste with mild, natural, and herbal ingredients. They help avoid oral disorders, such as tooth decay, cavities, gum diseases, tongue thirsting, and foul breathing by keeping teeth and gum clean and bacteria-free. As a result, baby oral products are gaining immense traction among the masses across the globe.

### Global Baby Oral Care Products Market Trends:

The rising occurrence of oral diseases among babies, such as early childhood caries (ECC), represents one of the key factors catalyzing the demand for baby oral care products across the globe. In addition, the inflating disposable income level, along with the shifting inclination of consumers towards premium product variants, is positively influencing the market. Besides this, rising health consciousness and the growing awareness among parents about early childhood oral hygiene are offering a favorable market outlook. Additionally, leading market players are diversifying their product portfolio by formulating innovative baby oral care products, such as bamboo toothbrushes and chemical-free toothpaste made with fruits, to increase profitability and expand market reach. Furthermore, the expansion of organized distribution channels, including supermarkets, hypermarkets, grocery stores, convenience stores, and

departmental stores, is offering lucrative growth opportunities to manufacturers. In line with this, the proliferation of online distribution channels providing seamless access to a wide range of products, doorstep delivery, and secured payment methods is bolstering the market growth. Moreover, various government agencies and non-government organizations (NGOs) are financing numerous online and offline campaigns to educate individuals about the importance of maintaining oral hygiene, which is anticipated to drive the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global baby oral care products market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product and distribution channel.

#### Breakup by Product:

- Toothpaste
- Toothbrush
- Others

Toothpaste currently represents the most popular baby oral care product as it contains fluoride, which helps prevent cavities, gum diseases, and tooth decay.

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Departmental Stores
- Convenience Stores
- Online
- Others

Supermarkets and hypermarkets presently exhibit a clear dominance in the market as they offer easy access and a wide variety of products and brands to consumers.

#### Breakup by Region:

- North America
- Europe
- Asia Pacific

Middle East and Africa  
Latin America

The Asia Pacific currently enjoys the leading position in the market due to a rapid rise in birth rates and the increasing awareness among parents to maintain the oral health of their babies.

#### Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are Church & Dwight Co. Inc., Colgate-Palmolive Company, Johnson & Johnson Services, Inc., Procter & Gamble (P&G) Company, Pigeon Corporation, and Unilever Plc.

#### Key Questions Answered in This Report

1. What was the size of the global baby oral care products market in 2022?
2. What is the expected growth rate of the global baby oral care products market during 2023-2028?
3. What are the key factors driving the global baby oral care products market?
4. What has been the impact of COVID-19 on the global baby oral care products market?
5. What is the breakup of the global baby oral care products market based on the product?
6. What is the breakup of the global baby oral care products market based on the distribution channel?
7. What are the key regions in the global baby oral care products market?
8. Who are the key players/companies in the global baby oral care products market?

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