

Floss Picks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global floss picks market size reached US\$ 642 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 808.2 Million by 2027, exhibiting a growth rate (CAGR) of 4.1% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Floss picks, or floss sticks, are small plastic tools consisting of a piece of dental floss to remove food particles and plaque from interdental areas. The pick includes a handle with two end posts that hold a short string of floss. It is used for accessing areas in the mouth and gum line that toothbrush is not able to clean effectively. Floss picks are commonly available in flat and curved variants, which are reusable or disposable. Novel floss pick variants are also available with replaceable heads, tongue scrappers and anti-slip grips to ensure optimal cleaning and enhanced usability. They aid in reducing plaque build-up and preventing oral and dental ailments, such as gingivitis, cavities and periodontitis.

Floss Picks Market Trends:

The increasing prevalence of oral and dental disorders across the globe is one of the key factors driving the growth of the market. With the rising consumption of junk food and sugary snacks and beverages, there is a significant increase in the number of children, adolescents and adults suffering from excessive plaque and dental cavities. Moreover, rising consciousness among the masses regarding maintaining adequate oral hygiene is providing a thrust to the market growth. With the hectic schedules and busy lifestyles of the consumers, there is an increasing demand for picks with waxed dental floss enriched with essential oils and enzymes, facilitating effortless cleaning.

Disposable floss picks are also widely used in hospitals and other healthcare centers to prevent contamination and ensure the safety of the patients. Additionally, the development of floss picks suitable for individuals with braces is contributing to the growth of the market. Other factors, including rising expenditure capacities of the consumers, along with extensive research and development (R&D) activities, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global floss picks market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on usage type, shape and distribution channel.

Breakup by Usage Type:

- Disposable
- Reusable

Breakup by Shape:

- F Shape
- Y Shape

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India

South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being A.S. Watson Group, Church & Dwight Co. Inc., Colgate-Palmolive Company, Dr. Tung's Products, Dr. Wild & Co. AG., Johnson & Johnson, Perident Limited (Orkla ASA), Prestige Consumer Healthcare Inc., Procter & Gamble, Ranir LLC (Perrigo Co. plc) and The Humble Co.

Key Questions Answered in This Report:

How has the global floss picks market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global floss picks market?

What are the key regional markets?

What is the breakup of the market based on the usage type?

What is the breakup of the market based on the shape?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global floss picks market and who are the key players?

What is the degree of competition in the industry?

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