

# Herbal Toothcare Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/H61FBF15C152EN.html>

Date: September 2023

Pages: 145

Price: US\$ 2,499.00 (Single User License)

ID: H61FBF15C152EN

## Abstracts

### Market Overview:

The global herbal toothcare market size reached US\$ 2.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.9% during 2023-2028. The rising consciousness regarding dental health, growing demand for natural ingredients in toothcare products, and continual development in the healthcare infrastructure represent some of the key factors driving the market.

Herbal toothcare is an approach in the field of dental hygiene that focuses on using natural ingredients to help maintain oral health. It is based on a holistic method of caring for the teeth, gums, and entire mouth. It uses natural, plant-based ingredients, including herbs, plants, and minerals, to help prevent decay, reduce plaque build-up, and freshen the breath. Herbal toothcare products often contain spearmint, peppermint, clove, and tea tree oil, which have been used for centuries to help promote oral health in a natural way. Additionally, it aims to strengthen the body's natural defense against decay and gum disease rather than just treating symptoms. It is used alongside traditional dental hygiene methods, such as brushing and flossing, to help promote better oral health and is also utilized as an alternative to harsh chemical-based dental products. Some of the commonly adopted herbal toothcare products include toothpaste, mouthwash, and even chewing gum that are generally gentle, safe, and free from potentially irritating or harmful chemicals.

### Herbal Toothcare Market Trends:

The escalating demand for natural ingredients among the masses majorly drives the

global market. Since consumers are aware of the potential health benefits of natural ingredients, that has led to a shifting preference toward natural alternatives over traditional chemical-based products, which is contributing to the sales of herbal toothpaste products. This has encouraged numerous leading players to heavily invest in the launching of a wide variety of herbal toothpaste products is significantly supporting the market. Along with this, the growing preference for following sustainable and ethical practices is also positively influencing the market on the global level as herbal toothpaste products meet this demand since they are manufactured from plant-based ingredients that are sustainably sourced. In addition, the easy accessibility of herbal toothpaste products through various digital sources and offline retail outlets is favoring the demand. Furthermore, the escalating investments in aggressive marketing strategies, celebrity endorsements and promotional campaigns are creating a positive market outlook. Some of the other factors driving the market include continual improvements in the healthcare industry and extensive research and development (R&D) activities conducted by key players to introduce improved product variants.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global herbal toothpaste market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type and sales channel.

#### Type Insights:

Toothpaste

Toothpowder

Mouth Wash

The report has provided a detailed breakup and analysis of the herbal toothpaste market based on the type. This includes toothpaste, toothpowder, and mouth wash. According to the report, toothpaste represented the largest segment.

#### Sales Channel Insights:

Supermarkets and Hypermarkets

Independent Stores

Specialty Stores

Online Stores

Others

A detailed breakup and analysis of the herbal toothcare market based on the product has also been provided in the report. This includes supermarkets and hypermarkets, independent stores, specialty stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

#### Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for herbal toothcare. Some of the factors driving the Asia

Pacific herbal toothcare market included the rising disposable income, the presence of large players, and growing health consciousness, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global herbal toothcare market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Amway Corporation, Colgate-Palmolive Company, Dabur Ltd., Davids Natural Toothpaste, Dental Herb Company, GSK plc, Himalaya Wellness Company, Patanjali Ayurved and Vicco Laboratories.

#### Key Questions Answered in This Report

1. How big is the global herbal toothcare market?
2. What is the expected growth rate of the global herbal toothcare market during 2023-2028?
3. What are the key factors driving the global herbal toothcare market?
4. What has been the impact of COVID-19 on the global herbal toothcare market?
5. What is the breakup of the global herbal toothcare market based on the type?
6. What is the breakup of the global herbal toothcare market based on the sales channel?
7. What are the key regions in the global herbal toothcare market?
8. Who are the key players/companies in the global herbal toothcare market?

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