

South Korea Toothpaste Market Size, Share, Trends and Forecast by Type, Distribution Channel, End User, and Region, 2026-2034

<https://marketpublishers.com/r/S1E657E9421AEN.html>

Date: July 2026

Pages: 121

Price: US\$ 2,999.00 (Single User License)

ID: S1E657E9421AEN

Abstracts

The South Korea toothpaste market size reached USD 424.3 Million in 2025. Looking forward, the market is expected to reach USD 564.8 Million by 2034, exhibiting a growth rate (CAGR) of 3.13% during 2026-2034. The market is led by consumers' increasing interest in oral beauty, preventive dentistry, and convenience. Increased health awareness and aging population trends are boosting interest in gum protection and sensitivity relief products. Eco-friendly shoppers are also driving brands to create biodegradable toothpaste tablets and returnable packaging, echoing nationwide initiatives to eliminate plastic waste. Digital innovation such as connectivity with beauty apps and online platforms such as Coupang and Naver Shopping increases discovery and personalization, which collectively influences competitive forces and South Korea toothpaste market share.

SOUTH KOREA TOOTHPASTE MARKET TRENDS:

Innovative Natural and Hybrid Formulations

South Korea's toothpaste industry is driven by consumer demand for transparency and health. Consumers such as Pleasia tap into domestic botanicals—e.g., Jeju green tea extract and bamboo salt—specific to Korean tastes. These products highlight clean-label promises, positioning themselves as paraben-free, sulfate-free, and artificial-free additives. Aside from natural positioning, innovation has extended to hybrid textures: foam-based toothpastes that create micro-bubbles for efficient cleansing without abrasion, and tablet forms aimed at environmentally aware consumers. These innovations bring about convenience and are in line with South Korea's wider K-beauty philosophy, where beauty meets functionality. Packaging design also contributes to

differentiation, with wide-cap tubes, travel sizes, and esthetically pleasing containers appealing to Korean consumers. With the dominance of domestic giants like Perioe and 2080 in the market, such new product forms and geographic ingredient branding have also become critical for domestic challengers as well as foreign premium brands to establish distinctive positions and appeal to Korean oral care consumers.

Premium and Specialty Positioning through Localized Innovation

Premium and specialty positioning in the South Korean toothpaste market has become salient, with consumers demanding more than mere oral cleansing. Products promoted to address whitening, sensitivity, gum care, and breath benefits use science-based messaging and regional ingredient storytelling. For example, brands highlight whitening benefits attuned to Korea's culture of beauty, where a white smile completes skincare goals. Localization also emerges in clinical-grade formulations tailored to MFDS standards and consumer needs—certain international brands out-license their formulations to Korean producers for speedy market entry and local compliance assurance. Additionally, specialist ingredients such as tranexamic acid, which is used regularly for gum health and stain prevention, are becoming popular in aesthetic oral care-focused toothpaste versions. Coupled with sophisticated packaging innovations—such as vertical travel tubes or women's designs—these trends indicate a market in which performance, beauty, and localized innovation converge. Bigger distribution channels through e-commerce websites, pharmacies, and convenience stores allow for these differentiated products to penetrate a health-aware, beauty-focused consumer base underpinned by the wellness culture in the region, which further contributes to the South Korea toothpaste market growth.

Eco-Conscious Consumption and Sustainability

South Korea's growing emphasis on environmentally friendly living has driven the developing trend toward sustainable oral care, specifically toothpaste forms. Toothpaste tablets and zero-packaging forms are in line with the nation's growing green consciousness and the appeal of minimalist, reusable products in K-beauty. Tablet forms avoid plastic tubes, have mass appeal among travelers and younger consumers, and are becoming increasingly accessible through top e-commerce platforms like Coupang and G-market. Brands are also trying refill packaging and bioplastics to capture demand for sustainable personal care. This trend for sustainability crosses with aesthetic expectations: consumers prefer high-end, sleek-looking packaging but also look for products to show ecological responsibility. Oral care players in South Korea are now more and more promoting these formats through digital marketing and influencer

partnerships appealing to ecologically conscious urban shoppers. With plastic reduction now a national priority, sustainable packaging formats are both commercial imperative and cultural significance in South Korea's contemporary beauty and wellness economy.

SOUTH KOREA TOOTHPASTE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on type, distribution channel, and end user.

Type Insights:

Conventional Toothpaste

Herbal Toothpaste

Whitening and Sensitive Toothpaste

The report has provided a detailed breakup and analysis of the market based on the type. This includes conventional toothpaste, herbal toothpaste, and whitening and sensitive toothpaste.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Retail Stores

Pharmacies

Online Stores

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, retail stores, pharmacies, and online stores.

End User Insights:

Adults

Kids

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes adults and kids.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key 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.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea toothpaste market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea toothpaste market on the basis of type?

What is the breakup of the South Korea toothpaste market on the basis of distribution channel?

What is the breakup of the South Korea toothpaste market on the basis of end user?
What is the breakup of the South Korea toothpaste market on the basis of region?
What are the various stages in the value chain of the South Korea toothpaste market?
What are the key driving factors and challenges in the South Korea toothpaste market?
What is the structure of the South Korea toothpaste market and who are the key players?
What is the degree of competition in the South Korea toothpaste market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA TOOTHPASTE MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA TOOTHPASTE MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA TOOTHPASTE MARKET - BREAKUP BY TYPE

- 6.1 Conventional Toothpaste
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Herbal Toothpaste
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

- 6.2.3 Market Forecast (2026-2034)
- 6.3 Whitening and Sensitive Toothpaste
 - 6.3.1 Overview
 - 6.3.2 Historical and Current Market Trends (2020-2025)
 - 6.3.3 Market Forecast (2026-2034)

7 SOUTH KOREA TOOTHPASTE MARKET - BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Overview
 - 7.1.2 Historical and Current Market Trends (2020-2025)
 - 7.1.3 Market Forecast (2026-2034)
- 7.2 Retail Stores
 - 7.2.1 Overview
 - 7.2.2 Historical and Current Market Trends (2020-2025)
 - 7.2.3 Market Forecast (2026-2034)
- 7.3 Pharmacies
 - 7.3.1 Overview
 - 7.3.2 Historical and Current Market Trends (2020-2025)
 - 7.3.3 Market Forecast (2026-2034)
- 7.4 Online Stores
 - 7.4.1 Overview
 - 7.4.2 Historical and Current Market Trends (2020-2025)
 - 7.4.3 Market Forecast (2026-2034)

8 SOUTH KOREA TOOTHPASTE MARKET - BREAKUP BY END USER

- 8.1 Adults
 - 8.1.1 Overview
 - 8.1.2 Historical and Current Market Trends (2020-2025)
 - 8.1.3 Market Forecast (2026-2034)
- 8.2 Kids
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Forecast (2026-2034)

9 SOUTH KOREA TOOTHPASTE MARKET – BREAKUP BY REGION

9.1 Seoul Capital Area

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Type

9.1.4 Market Breakup by Distribution Channel

9.1.5 Market Breakup by End User

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Yeongnam (Southeastern Region)

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Type

9.2.4 Market Breakup by Distribution Channel

9.2.5 Market Breakup by End User

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Honam (Southwestern Region)

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Type

9.3.4 Market Breakup by Distribution Channel

9.3.5 Market Breakup by End User

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Hoseo (Central Region)

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Breakup by Type

9.4.4 Market Breakup by Distribution Channel

9.4.5 Market Breakup by End User

9.4.6 Key Players

9.4.7 Market Forecast (2026-2034)

9.5 Others

9.5.1 Historical and Current Market Trends (2020-2025)

9.5.2 Market Forecast (2026-2034)

10 SOUTH KOREA TOOTHPASTE MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

- 10.2 Market Structure
- 10.3 Market Player Positioning
- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

- 11.1 Company A
 - 11.1.1 Business Overview
 - 11.1.2 Products Offered
 - 11.1.3 Business Strategies
 - 11.1.4 SWOT Analysis
 - 11.1.5 Major News and Events
- 11.2 Company B
 - 11.2.1 Business Overview
 - 11.2.2 Products Offered
 - 11.2.3 Business Strategies
 - 11.2.4 SWOT Analysis
 - 11.2.5 Major News and Events
- 11.3 Company C
 - 11.3.1 Business Overview
 - 11.3.2 Products Offered
 - 11.3.3 Business Strategies
 - 11.3.4 SWOT Analysis
 - 11.3.5 Major News and Events
- 11.4 Company D
 - 11.4.1 Business Overview
 - 11.4.2 Products Offered
 - 11.4.3 Business Strategies
 - 11.4.4 SWOT Analysis
 - 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Products Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 SOUTH KOREA TOOTHPASTE MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

12.1.1 Overview

12.1.2 Drivers

12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

I would like to order

Product name: South Korea Toothpaste Market Size, Share, Trends and Forecast by Type, Distribution Channel, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/S1E657E9421AEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S1E657E9421AEN.html>