

Toothpaste Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global toothpaste market size reached US\$ 20.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 25.4 Billion by 2028, exhibiting a growth rate (CAGR) of 3.92% during 2023-2028.

Toothpaste refers to a smooth, gel-like dental care product that is applied with a toothbrush as a cleansing agent to promote oral hygiene. It includes binders, sudsers, humectants, fluorides, preservatives, whiteners, abrasives, methylcellulose, sodium alginate, and other non-aqueous particles as standard ingredients. These components are weighed to ensure correct proportions, purified, pre-mixed, blended with powdered components, and filled in tubes through high-speed filling machines. Toothpaste helps prevent bleeding gums, strengthen the enamel that has been attacked by acids, reduce dental plaque, improve gingival health, offer fresh breath, and clean teeth by removing stains. Based on these properties, toothpaste is utilized by consumers to clean and maintain the overall appearance and health of teeth. Currently, it is mainly available in whitening, sensitivity, anti-cavity, herbal, and medicated types.

Toothpaste Market Trends:

The increasing prevalence of oral complications, including halitosis, gingivitis, and plaque formation, and the growing demand for dental care products to safeguard teeth from bacteria and germs are factors primarily driving the market growth. Additionally, the rising dental hygiene concerns and awareness amongst consumers regarding the detrimental effects of using chemically formulated toothpaste have prompted manufacturers to introduce herbal toothpaste, which is acting as another growth-inducing factor. Such dental care products include various plant extracts, including mulethi, mint, camphor, eucalyptus, ginger, and aloe vera as key ingredients. In line with this, the escalating uptake of multiple online platforms, such as e-commerce, to

purchase various daily-day commodities at cost-effective prices, especially during the COVID-19 and nationwide lockdown, is impelling the market growth. Other factors, such as ongoing celebrity endorsements, implementation of aggressive marketing tactics, and strategic collaborations amongst key players to launch anti-cavity and vegan toothpaste options with enhanced properties, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global 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, distribution channel and end user.

Breakup by Type:

- Conventional Toothpaste
- Herbal Toothpaste
- Whitening and Sensitive Toothpaste

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Retail Stores
- Pharmacies
- Online Stores

Breakup by End User:

- Adults
- Kids

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 Amway, Avon Products Inc. (Natura & Co), Colgate-Palmolive Company, Dabur Ltd., GSK plc, Henkel AG & Co. KGaA, Lion Corporation, Patanjali Ayurved, The Procter & Gamble Company and Unilever PLC.

Key Questions Answered in This Report

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

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL TOOTHPASTE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Conventional Toothpaste
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Herbal Toothpaste
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Whitening and Sensitive Toothpaste

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Retail Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Pharmacies
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Online Stores
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY END USER

- 8.1 Adults
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Kids
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends

- 9.2.1.2 Market Forecast
- 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Amway
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 SWOT Analysis
 - 14.3.2 Avon Products Inc. (Natura & Co)
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Colgate-Palmolive Company
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 Dabur Ltd.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.4.4 SWOT Analysis
 - 14.3.5 GSK plc
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
 - 14.3.6 Henkel AG & Co. KGaA
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
 - 14.3.7 Lion Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
 - 14.3.8 Patanjali Ayurved
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio

14.3.9 The Procter & Gamble Company

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.9.3 Financials

14.3.9.4 SWOT Analysis

14.3.10 Unilever PLC

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.10.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Toothpaste Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Toothpaste Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Toothpaste Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Toothpaste Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 5: Global: Toothpaste Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Toothpaste Market: Competitive Structure

Table 7: Global: Toothpaste Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Toothpaste Market: Major Drivers and Challenges
- Figure 2: Global: Toothpaste Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Toothpaste Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 4: Global: Toothpaste Market: Breakup by Type (in %), 2022
- Figure 5: Global: Toothpaste Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Toothpaste Market: Breakup by End User (in %), 2022
- Figure 7: Global: Toothpaste Market: Breakup by Region (in %), 2022
- Figure 8: Global: Toothpaste (Conventional Toothpaste) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 9: Global: Toothpaste (Conventional Toothpaste) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 10: Global: Toothpaste (Herbal Toothpaste) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 11: Global: Toothpaste (Herbal Toothpaste) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 12: Global: Toothpaste (Whitening and Sensitive Toothpaste) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Toothpaste (Whitening and Sensitive Toothpaste) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Toothpaste (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Toothpaste (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Toothpaste (Retail Stores) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Toothpaste (Retail Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Toothpaste (Pharmacies) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: Global: Toothpaste (Pharmacies) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: Global: Toothpaste (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 21: Global: Toothpaste (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Toothpaste (Adults) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Toothpaste (Adults) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Toothpaste (Kids) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Toothpaste (Kids) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: North America: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: North America: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: United States: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: United States: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Canada: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Canada: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Asia-Pacific: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Asia-Pacific: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: China: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: China: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Japan: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Japan: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: India: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: India: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: South Korea: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: South Korea: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Australia: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Australia: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Indonesia: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Indonesia: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Others: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Others: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Europe: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022

- Figure 49: Europe: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 50: Germany: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 51: Germany: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 52: France: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 53: France: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 54: United Kingdom: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 55: United Kingdom: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 56: Italy: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 57: Italy: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 58: Spain: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 59: Spain: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 60: Russia: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 61: Russia: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 62: Others: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 63: Others: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 64: Latin America: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 65: Latin America: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 66: Brazil: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 67: Brazil: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 68: Mexico: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 69: Mexico: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 70: Others: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 71: Others: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 72: Middle East and Africa: Toothpaste Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 73: Middle East and Africa: Toothpaste Market: Breakup by Country (in %), 2022
- Figure 74: Middle East and Africa: Toothpaste Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 75: Global: Toothpaste Industry: SWOT Analysis

Figure 76: Global: Toothpaste Industry: Value Chain Analysis

Figure 77: Global: Toothpaste Industry: Porter's Five Forces Analysis

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