

Global Fluoride Toothpaste for Orthodontics Market Growth 2026-2032

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Abstracts

The global Fluoride Toothpaste for Orthodontics market size is predicted to grow from US\$ 275 million in 2025 to US\$ 371 million in 2032; it is expected to grow at a CAGR of 4.5% from 2026 to 2032.

In 2024, global Fluoride Toothpaste for Orthodontics production reached approximately 38.44 million units, with an average global market price of around US\$ 7 per unit. Fluoride toothpaste for orthodontics is an oral care product specifically designed for individuals undergoing orthodontic treatment (such as wearing fixed brackets or invisible aligners). Building on the basic fluoride anti-caries function, it features a special formula tailored for cleaning around orthodontic appliances. By adding fluoride agents (e.g., sodium fluoride, sodium monofluorophosphate), it enhances enamel acid resistance to prevent cavities. It also contains mild abrasives and antibacterial ingredients to effectively remove food debris and dental plaque around brackets and appliance gaps, reducing risks of orthodontic white spot lesions and gingival inflammation, while meeting both oral hygiene maintenance and caries prevention needs during orthodontic correction.

The market for fluoride toothpaste for orthodontics is growing as more people, especially teenagers and adults, seek orthodontic treatment for aesthetic reasons, driving interest in specialized oral care products. Traditional orthodontic treatments often lead to caries and gingivitis around brackets, pushing consumers to choose targeted care products. Technologically, such toothpaste is developing towards low - abrasion formulas to protect appliances and enamel, with antibacterial properties to inhibit cariogenic bacteria and fluoride slow - release technology for better caries prevention. Packaging is also becoming more portable and offering multiple flavors to improve user experience. With the increasing popularity of invisible orthodontics, users

of clear aligners have higher requirements for oral cleaning, so the market will focus on differentiated functions like customized formulas for different appliances and emphasize the importance of oral care during orthodontic treatment through education. However, the industry faces competition from regular fluoride toothpaste and challenges in raising consumer awareness about specialized orthodontic care products.

LP Information, Inc. (LPI) ' newest research report, the “Fluoride Toothpaste for Orthodontics Industry Forecast” looks at past sales and reviews total world Fluoride Toothpaste for Orthodontics sales in 2025, providing a comprehensive analysis by region and market sector of projected Fluoride Toothpaste for Orthodontics sales for 2026 through 2032. With Fluoride Toothpaste for Orthodontics sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Fluoride Toothpaste for Orthodontics industry.

This Insight Report provides a comprehensive analysis of the global Fluoride Toothpaste for Orthodontics landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Fluoride Toothpaste for Orthodontics portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Fluoride Toothpaste for Orthodontics market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Fluoride Toothpaste for Orthodontics and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Fluoride Toothpaste for Orthodontics.

This report presents a comprehensive overview, market shares, and growth opportunities of Fluoride Toothpaste for Orthodontics market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Sodium Monofluorophosphate Toothpaste

Sodium Fluoride Toothpaste

Stannous Fluoride Toothpaste

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

SuperMouth

Colgate-Palmolive

Sunstar GUM

Wisdom Toothbrushes

Arm & Hammer

TEPE

3M

Kao

Lion

Unilever

Sensodyne

Haleon

Cosm?bio

Parodontax

Hawley & Hazel

Key Questions Addressed in this Report

What is the 10-year outlook for the global Fluoride Toothpaste for Orthodontics market?

What factors are driving Fluoride Toothpaste for Orthodontics market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Fluoride Toothpaste for Orthodontics market opportunities vary by end market size?

How does Fluoride Toothpaste for Orthodontics break out by Type, by Application?

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