

Global Gum Care Toothpaste Market Growth 2026-2032

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Abstracts

The global Gum Care Toothpaste market size is predicted to grow from US\$ 1519 million in 2025 to US\$ 2327 million in 2032; it is expected to grow at a CAGR of 6.3% from 2026 to 2032.

Gum care toothpaste is a functional toothpaste that adds active ingredients with gum-protecting, anti-inflammatory, hemostatic, soothing, repairing, or antibacterial effects to regular toothpaste. Its main purpose is to prevent and improve problems such as swollen and red gums, bleeding gums, fragile gums, periodontal discomfort, and receding gums.

In 2025, global sales of gum care toothpaste reached 345 million units, with a production capacity of 425 million units. The average selling price was \$4.50 per unit, and the average gross profit margin was 36.8%.

Upstream raw materials for gum care toothpaste include chlorhexidine, tea polyphenols, potassium nitrate, strontium chloride, fluoride, xylitol, CPP-ACP (calcium lactate-phosphorus complex), silica, calcium carbonate, and hydroxypropyl methylcellulose. Midstream core processes include the development of formulas specifically for receding gums, clinical trials, raw material mixing, grinding, homogenization, filling into tubes, and quality testing. Downstream sales are through retail and e-commerce channels to end consumers and medical institutions.

United States market for Gum Care Toothpaste is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Gum Care Toothpaste is estimated to increase from US\$ million in

2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Gum Care Toothpaste is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Gum Care Toothpaste players cover Colgate-Palmolive, Sensodyne, Lesening, Yunnan Baiyao, Liangmianzhen, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Gum Care Toothpaste 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 Gum Care Toothpaste portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Gum Care Toothpaste market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Gum Care Toothpaste 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 Gum Care Toothpaste.

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

Segmentation by Type:

Hemostasis and Gum Protection

Anti-Sensitivity and Gum Protection

Periodontal Repair

Soothing Repair

Segmentation by Core Ingredients:

Chinese Herbal Medicine

Western Medicine

Bioactive Materials

Segmentation by Packaging Form:

Tube Type

Press Type

Segmentation by Application:

Pharmacies

Medical Institutions

Supermarkets

E-Commerce

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.

Colgate-Palmolive

Sensodyne

Lesening

Yunnan Baiyao

Liangmianzhen

Olioli

Chuangdaxin

Beiaijian

Crest

Lion

DARLIE

SWISSDENT

Ora2

Arm & Hammer

Oral-B

Key Questions Addressed in this Report

What is the 10-year outlook for the global Gum Care Toothpaste market?

What factors are driving Gum Care Toothpaste market growth, globally and by region?

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

How do Gum Care Toothpaste market opportunities vary by end market size?

How does Gum Care Toothpaste break out by Type, by Application?

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