

Global Toothpaste Thickeners Market Growth 2026-2032

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Abstracts

The global Toothpaste Thickeners market size is predicted to grow from US\$ 218 million in 2025 to US\$ 273 million in 2032; it is expected to grow at a CAGR of 3.3% from 2026 to 2032.

Toothpaste thickeners are a family of excipients used to build and tune dentifrice rheology—providing brush stand-up, body, clarity (for gels), suspension of abrasives/actives, flavor stability, and tube extrusion consistency. Industrially, they fall into several chemistry classes: hydrated silica thickener grades (distinct from high-abrasive grades), smectite clays (magnesium aluminum silicate), synthetic polyacrylics (carbomer), cellulose ethers (CMC/HEC), and natural gums (e.g., xanthan, carrageenan).

Upstream, supply is anchored by silica producers and clay processors plus specialty polymer makers; downstream, buyers are toothpaste formulators at FMCG/consumer-health companies and OEMs. Typical procurement is annual framework or multi-year qualification with tight change-control. Usage at low single-digit weight fractions per class: thickening silica commonly ~0.5–3 wt% in gel systems, clays ~0.5–2 wt%, carbomer ~0.2–0.6 wt% for aqueous thickening, and natural gums ~0.2–1 wt%—with co-thickener stacks used to balance clarity, RDA, and fluoride compatibility.

In the current market, global production is around 64 thousand tonnes, with an average selling price of about USD 3,500 per tonne (EXW basis). Leading suppliers are Evonik (ZEODENT®/Sident®), W. R. Grace (SYLODENT®/SYLOBLANC®/Perkasil®), Solvay (Tixosil®), Vanderbilt Minerals (VEEGUM®), Lubrizol (Carbopol®), CP Kelco (KELDENT® xanthan), and Ashland (Aqualon™ CMC). On concentration, clear gels rely more on thickening silica (e.g., ZEODENT® 165 class) while opaque pastes often pair

CMC with clay to tune stand-up and extrusion, and sensitive/low-abrasion SKUs target lower RDA while preserving structure.

The competitive landscape is moderately concentrated on the silica side and more fragmented in polymer/gum co-thickeners; CR5 by value is driven by the big silica triad plus two polymer/gum players. Typical gross margins for specialty excipients in oral care sit in the 20–30% band, protected by multi-year qualification, GMP/USP compliance, fluoride compatibility, and texture/IP know-how. Regionally, demand is anchored in China and North America, with growth leverage in wider Indo-Pacific markets as premium and gel formats penetrate. Directionally positive drivers include stricter fluoride bioavailability controls (favoring stable rheology), whitening and sensitive-teeth SKUs (balancing low RDA with structure), and premium clear gels. Bottlenecks include high-purity silica capacity debottlenecking, quality-system overhead for pharma-adjacent grades, and cost/availability of specialty polymers.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Toothpaste Thickeners and breaks down the forecast by Chemical Family, 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 Toothpaste Thickeners.

This report presents a comprehensive overview, market shares, and growth opportunities of Toothpaste Thickeners market by product type, application, key

manufacturers and key regions and countries.

Segmentation by Chemical Family:

Hydrated Silica Thickeners

Smectite Clay (Magnesium Aluminum Silicate)

Carbomer

Cellulose Ethers

Natural Gums

Others

Segmentation by Source:

Synthetic Inorganic

Natural Mineral

Synthetic Polymer

Bio-Based Polymer

Segmentation by Functional Role:

Primary Thickener

Co-Thickener/Structure Modifier

Rheology/Stand-Up Tuner

Binder/Film-Former

Segmentation by Application:

Opaque Paste Toothpaste

Clear Gel Toothpaste

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.

Evonik Industries

Solvay

W. R. Grace

PQ Corporation

PPG Industries

Madhu Silica Pvt. Ltd.

Gujarat Multi Gas Base Chemicals

Quechen Silicon Chemical

Jin Sanjiang Silica Materials

Dalian Fuchang Chemical

Hengcheng Silica

Tonghua Shuanglong Chemical

Tosoh Silica

Key Questions Addressed in this Report

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

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

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

How do Toothpaste Thickeners market opportunities vary by end market size?

How does Toothpaste Thickeners break out by Chemical Family, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Toothpaste Thickeners Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Toothpaste Thickeners by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Toothpaste Thickeners by Country/Region, 2021, 2025 & 2032
- 2.2 Toothpaste Thickeners Segment by Chemical Family
 - 2.2.1 Hydrated Silica Thickeners
 - 2.2.2 Smectite Clay (Magnesium Aluminum Silicate)
 - 2.2.3 Carbomer
 - 2.2.4 Cellulose Ethers
 - 2.2.5 Natural Gums
 - 2.2.6 Others
 - 2.2.7 Toothpaste Thickeners Sales by Chemical Family
 - 2.2.7.1 Global Toothpaste Thickeners Sales Market Share by Chemical Family (2021-2026)
 - 2.2.7.2 Global Toothpaste Thickeners Revenue and Market Share by Chemical Family (2021-2026)
 - 2.2.7.3 Global Toothpaste Thickeners Sale Price by Chemical Family (2021-2026)
- 2.3 Toothpaste Thickeners Segment by Source
 - 2.3.1 Synthetic Inorganic
 - 2.3.2 Natural Mineral
 - 2.3.3 Synthetic Polymer
 - 2.3.4 Bio-Based Polymer

2.3.5 Toothpaste Thickeners Sales by Source

2.3.5.1 Global Toothpaste Thickeners Sales Market Share by Source (2021-2026)

2.3.5.2 Global Toothpaste Thickeners Revenue and Market Share by Source (2021-2026)

2.3.5.3 Global Toothpaste Thickeners Sale Price by Source (2021-2026)

2.4 Toothpaste Thickeners Segment by Functional Role

2.4.1 Primary Thickener

2.4.2 Co-Thickener/Structure Modifier

2.4.3 Rheology/Stand-Up Tuner

2.4.4 Binder/Film-Former

2.4.5 Toothpaste Thickeners Sales by Functional Role

2.4.5.1 Global Toothpaste Thickeners Sales Market Share by Functional Role (2021-2026)

2.4.5.2 Global Toothpaste Thickeners Revenue and Market Share by Functional Role (2021-2026)

2.4.5.3 Global Toothpaste Thickeners Sale Price by Functional Role (2021-2026)

2.5 Toothpaste Thickeners Segment by Application

2.5.1 Opaque Paste Toothpaste

2.5.2 Clear Gel Toothpaste

2.5.3 Toothpaste Thickeners Sales by Application

2.5.3.1 Global Toothpaste Thickeners Sale Market Share by Application (2021-2026)

2.5.3.2 Global Toothpaste Thickeners Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Toothpaste Thickeners Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Toothpaste Thickeners Breakdown Data by Company

3.1.1 Global Toothpaste Thickeners Annual Sales by Company (2021-2026)

3.1.2 Global Toothpaste Thickeners Sales Market Share by Company (2021-2026)

3.2 Global Toothpaste Thickeners Annual Revenue by Company (2021-2026)

3.2.1 Global Toothpaste Thickeners Revenue by Company (2021-2026)

3.2.2 Global Toothpaste Thickeners Revenue Market Share by Company (2021-2026)

3.3 Global Toothpaste Thickeners Sale Price by Company

3.4 Key Manufacturers Toothpaste Thickeners Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Toothpaste Thickeners Product Location Distribution

3.4.2 Players Toothpaste Thickeners Products Offered

3.5 Market Concentration Rate Analysis

- 3.5.1 Competition Landscape Analysis
- 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR TOOTHPASTE THICKENERS BY GEOGRAPHIC REGION

- 4.1 World Historic Toothpaste Thickeners Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Toothpaste Thickeners Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Toothpaste Thickeners Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Toothpaste Thickeners Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Toothpaste Thickeners Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Toothpaste Thickeners Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Toothpaste Thickeners Sales Growth
- 4.4 APAC Toothpaste Thickeners Sales Growth
- 4.5 Europe Toothpaste Thickeners Sales Growth
- 4.6 Middle East & Africa Toothpaste Thickeners Sales Growth

5 AMERICAS

- 5.1 Americas Toothpaste Thickeners Sales by Country
 - 5.1.1 Americas Toothpaste Thickeners Sales by Country (2021-2026)
 - 5.1.2 Americas Toothpaste Thickeners Revenue by Country (2021-2026)
- 5.2 Americas Toothpaste Thickeners Sales by Chemical Family (2021-2026)
- 5.3 Americas Toothpaste Thickeners Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Toothpaste Thickeners Sales by Region
 - 6.1.1 APAC Toothpaste Thickeners Sales by Region (2021-2026)
 - 6.1.2 APAC Toothpaste Thickeners Revenue by Region (2021-2026)
- 6.2 APAC Toothpaste Thickeners Sales by Chemical Family (2021-2026)

6.3 APAC Toothpaste Thickeners Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Toothpaste Thickeners by Country

7.1.1 Europe Toothpaste Thickeners Sales by Country (2021-2026)

7.1.2 Europe Toothpaste Thickeners Revenue by Country (2021-2026)

7.2 Europe Toothpaste Thickeners Sales by Chemical Family (2021-2026)

7.3 Europe Toothpaste Thickeners Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Toothpaste Thickeners by Country

8.1.1 Middle East & Africa Toothpaste Thickeners Sales by Country (2021-2026)

8.1.2 Middle East & Africa Toothpaste Thickeners Revenue by Country (2021-2026)

8.2 Middle East & Africa Toothpaste Thickeners Sales by Chemical Family (2021-2026)

8.3 Middle East & Africa Toothpaste Thickeners Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Toothpaste Thickeners

10.3 Manufacturing Process Analysis of Toothpaste Thickeners

10.4 Industry Chain Structure of Toothpaste Thickeners

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Toothpaste Thickeners Distributors

11.3 Toothpaste Thickeners Customer

12 WORLD FORECAST REVIEW FOR TOOTHPASTE THICKENERS BY GEOGRAPHIC REGION

12.1 Global Toothpaste Thickeners Market Size Forecast by Region

12.1.1 Global Toothpaste Thickeners Forecast by Region (2027-2032)

12.1.2 Global Toothpaste Thickeners Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Toothpaste Thickeners Forecast by Chemical Family (2027-2032)

12.7 Global Toothpaste Thickeners Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Evonik Industries

13.1.1 Evonik Industries Company Information

13.1.2 Evonik Industries Toothpaste Thickeners Product Portfolios and Specifications

13.1.3 Evonik Industries Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Evonik Industries Main Business Overview

- 13.1.5 Evonik Industries Latest Developments
- 13.2 Solvay
 - 13.2.1 Solvay Company Information
 - 13.2.2 Solvay Toothpaste Thickeners Product Portfolios and Specifications
 - 13.2.3 Solvay Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Solvay Main Business Overview
 - 13.2.5 Solvay Latest Developments
- 13.3 W. R. Grace
 - 13.3.1 W. R. Grace Company Information
 - 13.3.2 W. R. Grace Toothpaste Thickeners Product Portfolios and Specifications
 - 13.3.3 W. R. Grace Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 W. R. Grace Main Business Overview
 - 13.3.5 W. R. Grace Latest Developments
- 13.4 PQ Corporation
 - 13.4.1 PQ Corporation Company Information
 - 13.4.2 PQ Corporation Toothpaste Thickeners Product Portfolios and Specifications
 - 13.4.3 PQ Corporation Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 PQ Corporation Main Business Overview
 - 13.4.5 PQ Corporation Latest Developments
- 13.5 PPG Industries
 - 13.5.1 PPG Industries Company Information
 - 13.5.2 PPG Industries Toothpaste Thickeners Product Portfolios and Specifications
 - 13.5.3 PPG Industries Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 PPG Industries Main Business Overview
 - 13.5.5 PPG Industries Latest Developments
- 13.6 Madhu Silica Pvt. Ltd.
 - 13.6.1 Madhu Silica Pvt. Ltd. Company Information
 - 13.6.2 Madhu Silica Pvt. Ltd. Toothpaste Thickeners Product Portfolios and Specifications
 - 13.6.3 Madhu Silica Pvt. Ltd. Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Madhu Silica Pvt. Ltd. Main Business Overview
 - 13.6.5 Madhu Silica Pvt. Ltd. Latest Developments
- 13.7 Gujarat Multi Gas Base Chemicals
 - 13.7.1 Gujarat Multi Gas Base Chemicals Company Information

13.7.2 Gujarat Multi Gas Base Chemicals Toothpaste Thickeners Product Portfolios and Specifications

13.7.3 Gujarat Multi Gas Base Chemicals Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Gujarat Multi Gas Base Chemicals Main Business Overview

13.7.5 Gujarat Multi Gas Base Chemicals Latest Developments

13.8 Quechen Silicon Chemical

13.8.1 Quechen Silicon Chemical Company Information

13.8.2 Quechen Silicon Chemical Toothpaste Thickeners Product Portfolios and Specifications

13.8.3 Quechen Silicon Chemical Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Quechen Silicon Chemical Main Business Overview

13.8.5 Quechen Silicon Chemical Latest Developments

13.9 Jin Sanjiang Silica Materials

13.9.1 Jin Sanjiang Silica Materials Company Information

13.9.2 Jin Sanjiang Silica Materials Toothpaste Thickeners Product Portfolios and Specifications

13.9.3 Jin Sanjiang Silica Materials Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Jin Sanjiang Silica Materials Main Business Overview

13.9.5 Jin Sanjiang Silica Materials Latest Developments

13.10 Dalian Fuchang Chemical

13.10.1 Dalian Fuchang Chemical Company Information

13.10.2 Dalian Fuchang Chemical Toothpaste Thickeners Product Portfolios and Specifications

13.10.3 Dalian Fuchang Chemical Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Dalian Fuchang Chemical Main Business Overview

13.10.5 Dalian Fuchang Chemical Latest Developments

13.11 Hengcheng Silica

13.11.1 Hengcheng Silica Company Information

13.11.2 Hengcheng Silica Toothpaste Thickeners Product Portfolios and Specifications

13.11.3 Hengcheng Silica Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Hengcheng Silica Main Business Overview

13.11.5 Hengcheng Silica Latest Developments

13.12 Tonghua Shuanglong Chemical

13.12.1 Tonghua Shuanglong Chemical Company Information

13.12.2 Tonghua Shuanglong Chemical Toothpaste Thickeners Product Portfolios and Specifications

13.12.3 Tonghua Shuanglong Chemical Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Tonghua Shuanglong Chemical Main Business Overview

13.12.5 Tonghua Shuanglong Chemical Latest Developments

13.13 Tosoh Silica

13.13.1 Tosoh Silica Company Information

13.13.2 Tosoh Silica Toothpaste Thickeners Product Portfolios and Specifications

13.13.3 Tosoh Silica Toothpaste Thickeners Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Tosoh Silica Main Business Overview

13.13.5 Tosoh Silica Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Toothpaste Thickeners Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Toothpaste Thickeners Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Hydrated Silica Thickeners

Table 4. Major Players of Smectite Clay (Magnesium Aluminum Silicate)

Table 5. Major Players of Carbomer

Table 6. Major Players of Cellulose Ethers

Table 7. Major Players of Natural Gums

Table 8. Major Players of Others

Table 9. Global Toothpaste Thickeners Sales by Chemical Family (2021-2026) & (MT)

Table 10. Global Toothpaste Thickeners Sales Market Share by Chemical Family (2021-2026)

Table 11. Global Toothpaste Thickeners Revenue by Chemical Family (2021-2026) & (\$ million)

Table 12. Global Toothpaste Thickeners Revenue Market Share by Chemical Family (2021-2026)

Table 13. Global Toothpaste Thickeners Sale Price by Chemical Family (2021-2026) & (USD/MT)

Table 14. Major Players of Synthetic Inorganic

Table 15. Major Players of Natural Mineral

Table 16. Major Players of Synthetic Polymer

Table 17. Major Players of Bio-Based Polymer

Table 18. Global Toothpaste Thickeners Sales by Source (2021-2026) & (MT)

Table 19. Global Toothpaste Thickeners Sales Market Share by Source (2021-2026)

Table 20. Global Toothpaste Thickeners Revenue by Source (2021-2026) & (\$ million)

Table 21. Global Toothpaste Thickeners Revenue Market Share by Source (2021-2026)

Table 22. Global Toothpaste Thickeners Sale Price by Source (2021-2026) & (USD/MT)

Table 23. Major Players of Primary Thickener

Table 24. Major Players of Co-Thickener/Structure Modifier

Table 25. Major Players of Rheology/Stand-Up Tuner

Table 26. Major Players of Binder/Film-Former

Table 27. Global Toothpaste Thickeners Sales by Functional Role (2021-2026) & (MT)

Table 28. Global Toothpaste Thickeners Sales Market Share by Functional Role (2021-2026)

Table 29. Global Toothpaste Thickeners Revenue by Functional Role (2021-2026) & (\$ million)

Table 30. Global Toothpaste Thickeners Revenue Market Share by Functional Role (2021-2026)

Table 31. Global Toothpaste Thickeners Sale Price by Functional Role (2021-2026) & (USD/MT)

Table 32. Global Toothpaste Thickeners Sale by Application (2021-2026) & (MT)

Table 33. Global Toothpaste Thickeners Sale Market Share by Application (2021-2026)

Table 34. Global Toothpaste Thickeners Revenue by Application (2021-2026) & (\$ million)

Table 35. Global Toothpaste Thickeners Revenue Market Share by Application (2021-2026)

Table 36. Global Toothpaste Thickeners Sale Price by Application (2021-2026) & (USD/MT)

Table 37. Global Toothpaste Thickeners Sales by Company (2021-2026) & (MT)

Table 38. Global Toothpaste Thickeners Sales Market Share by Company (2021-2026)

Table 39. Global Toothpaste Thickeners Revenue by Company (2021-2026) & (\$ millions)

Table 40. Global Toothpaste Thickeners Revenue Market Share by Company (2021-2026)

Table 41. Global Toothpaste Thickeners Sale Price by Company (2021-2026) & (USD/MT)

Table 42. Key Manufacturers Toothpaste Thickeners Producing Area Distribution and Sales Area

Table 43. Players Toothpaste Thickeners Products Offered

Table 44. Toothpaste Thickeners Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 45. New Products and Potential Entrants

Table 46. Market M&A Activity & Strategy

Table 47. Global Toothpaste Thickeners Sales by Geographic Region (2021-2026) & (MT)

Table 48. Global Toothpaste Thickeners Sales Market Share Geographic Region (2021-2026)

Table 49. Global Toothpaste Thickeners Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 50. Global Toothpaste Thickeners Revenue Market Share by Geographic Region (2021-2026)

Table 51. Global Toothpaste Thickeners Sales by Country/Region (2021-2026) & (MT)

Table 52. Global Toothpaste Thickeners Sales Market Share by Country/Region

(2021-2026)

Table 53. Global Toothpaste Thickeners Revenue by Country/Region (2021-2026) & (\$ millions)

Table 54. Global Toothpaste Thickeners Revenue Market Share by Country/Region (2021-2026)

Table 55. Americas Toothpaste Thickeners Sales by Country (2021-2026) & (MT)

Table 56. Americas Toothpaste Thickeners Sales Market Share by Country (2021-2026)

Table 57. Americas Toothpaste Thickeners Revenue by Country (2021-2026) & (\$ millions)

Table 58. Americas Toothpaste Thickeners Sales by Chemical Family (2021-2026) & (MT)

Table 59. Americas Toothpaste Thickeners Sales by Application (2021-2026) & (MT)

Table 60. APAC Toothpaste Thickeners Sales by Region (2021-2026) & (MT)

Table 61. APAC Toothpaste Thickeners Sales Market Share by Region (2021-2026)

Table 62. APAC Toothpaste Thickeners Revenue by Region (2021-2026) & (\$ millions)

Table 63. APAC Toothpaste Thickeners Sales by Chemical Family (2021-2026) & (MT)

Table 64. APAC Toothpaste Thickeners Sales by Application (2021-2026) & (MT)

Table 65. Europe Toothpaste Thickeners Sales by Country (2021-2026) & (MT)

Table 66. Europe Toothpaste Thickeners Revenue by Country (2021-2026) & (\$ millions)

Table 67. Europe Toothpaste Thickeners Sales by Chemical Family (2021-2026) & (MT)

Table 68. Europe Toothpaste Thickeners Sales by Application (2021-2026) & (MT)

Table 69. Middle East & Africa Toothpaste Thickeners Sales by Country (2021-2026) & (MT)

Table 70. Middle East & Africa Toothpaste Thickeners Revenue Market Share by Country (2021-2026)

Table 71. Middle East & Africa Toothpaste Thickeners Sales by Chemical Family (2021-2026) & (MT)

Table 72. Middle East & Africa Toothpaste Thickeners Sales by Application (2021-2026) & (MT)

Table 73. Key Market Drivers & Growth Opportunities of Toothpaste Thickeners

Table 74. Key Market Challenges & Risks of Toothpaste Thickeners

Table 75. Key Industry Trends of Toothpaste Thickeners

Table 76. Toothpaste Thickeners Raw Material

Table 77. Key Suppliers of Raw Materials

Table 78. Toothpaste Thickeners Distributors List

Table 79. Toothpaste Thickeners Customer List

Table 80. Global Toothpaste Thickeners Sales Forecast by Region (2027-2032) & (MT)

Table 81. Global Toothpaste Thickeners Revenue Forecast by Region (2027-2032) & (\$

millions)

Table 82. Americas Toothpaste Thickeners Sales Forecast by Country (2027-2032) & (MT)

Table 83. Americas Toothpaste Thickeners Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. APAC Toothpaste Thickeners Sales Forecast by Region (2027-2032) & (MT)

Table 85. APAC Toothpaste Thickeners Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 86. Europe Toothpaste Thickeners Sales Forecast by Country (2027-2032) & (MT)

Table 87. Europe Toothpaste Thickeners Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. Middle East & Africa Toothpaste Thickeners Sales Forecast by Country (2027-2032) & (MT)

Table 89. Middle East & Africa Toothpaste Thickeners Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 90. Global Toothpaste Thickeners Sales Forecast by Chemical Family (2027-2032) & (MT)

Table 91. Global Toothpaste Thickeners Revenue Forecast by Chemical Family (2027-2032) & (\$ millions)

Table 92. Global Toothpaste Thickeners Sales Forecast by Application (2027-2032) & (MT)

Table 93. Global Toothpaste Thickeners Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 94. Evonik Industries Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 95. Evonik Industries Toothpaste Thickeners Product Portfolios and Specifications

Table 96. Evonik Industries Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 97. Evonik Industries Main Business

Table 98. Evonik Industries Latest Developments

Table 99. Solvay Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 100. Solvay Toothpaste Thickeners Product Portfolios and Specifications

Table 101. Solvay Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 102. Solvay Main Business

Table 103. Solvay Latest Developments

Table 104. W. R. Grace Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 105. W. R. Grace Toothpaste Thickeners Product Portfolios and Specifications

Table 106. W. R. Grace Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 107. W. R. Grace Main Business

Table 108. W. R. Grace Latest Developments

Table 109. PQ Corporation Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 110. PQ Corporation Toothpaste Thickeners Product Portfolios and Specifications

Table 111. PQ Corporation Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 112. PQ Corporation Main Business

Table 113. PQ Corporation Latest Developments

Table 114. PPG Industries Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 115. PPG Industries Toothpaste Thickeners Product Portfolios and Specifications

Table 116. PPG Industries Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 117. PPG Industries Main Business

Table 118. PPG Industries Latest Developments

Table 119. Madhu Silica Pvt. Ltd. Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 120. Madhu Silica Pvt. Ltd. Toothpaste Thickeners Product Portfolios and Specifications

Table 121. Madhu Silica Pvt. Ltd. Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 122. Madhu Silica Pvt. Ltd. Main Business

Table 123. Madhu Silica Pvt. Ltd. Latest Developments

Table 124. Gujarat Multi Gas Base Chemicals Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 125. Gujarat Multi Gas Base Chemicals Toothpaste Thickeners Product Portfolios and Specifications

Table 126. Gujarat Multi Gas Base Chemicals Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 127. Gujarat Multi Gas Base Chemicals Main Business

Table 128. Gujarat Multi Gas Base Chemicals Latest Developments

Table 129. Quechen Silicon Chemical Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 130. Quechen Silicon Chemical Toothpaste Thickeners Product Portfolios and Specifications

Table 131. Quechen Silicon Chemical Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 132. Quechen Silicon Chemical Main Business

Table 133. Quechen Silicon Chemical Latest Developments

Table 134. Jin Sanjiang Silica Materials Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 135. Jin Sanjiang Silica Materials Toothpaste Thickeners Product Portfolios and Specifications

Table 136. Jin Sanjiang Silica Materials Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 137. Jin Sanjiang Silica Materials Main Business

Table 138. Jin Sanjiang Silica Materials Latest Developments

Table 139. Dalian Fuchang Chemical Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 140. Dalian Fuchang Chemical Toothpaste Thickeners Product Portfolios and Specifications

Table 141. Dalian Fuchang Chemical Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 142. Dalian Fuchang Chemical Main Business

Table 143. Dalian Fuchang Chemical Latest Developments

Table 144. Hengcheng Silica Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 145. Hengcheng Silica Toothpaste Thickeners Product Portfolios and Specifications

Table 146. Hengcheng Silica Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 147. Hengcheng Silica Main Business

Table 148. Hengcheng Silica Latest Developments

Table 149. Tonghua Shuanglong Chemical Basic Information, Toothpaste Thickeners Manufacturing Base, Sales Area and Its Competitors

Table 150. Tonghua Shuanglong Chemical Toothpaste Thickeners Product Portfolios and Specifications

Table 151. Tonghua Shuanglong Chemical Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 152. Tonghua Shuanglong Chemical Main Business

Table 153. Tonghua Shuanglong Chemical Latest Developments

Table 154. Tosoh Silica Basic Information, Toothpaste Thickeners Manufacturing Base,

Sales Area and Its Competitors

Table 155. Tosoh Silica Toothpaste Thickeners Product Portfolios and Specifications

Table 156. Tosoh Silica Toothpaste Thickeners Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2021-2026)

Table 157. Tosoh Silica Main Business

Table 158. Tosoh Silica Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Toothpaste Thickeners
- Figure 2. Toothpaste Thickeners Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Toothpaste Thickeners Sales Growth Rate 2021-2032 (MT)
- Figure 7. Global Toothpaste Thickeners Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Toothpaste Thickeners Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Toothpaste Thickeners Sales Market Share by Country/Region (2025)
- Figure 10. Toothpaste Thickeners Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Hydrated Silica Thickeners
- Figure 12. Product Picture of Smectite Clay (Magnesium Aluminum Silicate)
- Figure 13. Product Picture of Carbomer
- Figure 14. Product Picture of Cellulose Ethers
- Figure 15. Product Picture of Natural Gums
- Figure 16. Product Picture of Others
- Figure 17. Global Toothpaste Thickeners Sales Market Share by Chemical Family in 2026
- Figure 18. Global Toothpaste Thickeners Revenue Market Share by Chemical Family (2021-2026)
- Figure 19. Product Picture of Synthetic Inorganic
- Figure 20. Product Picture of Natural Mineral
- Figure 21. Product Picture of Synthetic Polymer
- Figure 22. Product Picture of Bio-Based Polymer
- Figure 23. Global Toothpaste Thickeners Sales Market Share by Source in 2026
- Figure 24. Global Toothpaste Thickeners Revenue Market Share by Source (2021-2026)
- Figure 25. Product Picture of Primary Thickener
- Figure 26. Product Picture of Co-Thickener/Structure Modifier
- Figure 27. Product Picture of Rheology/Stand-Up Tuner
- Figure 28. Product Picture of Binder/Film-Former
- Figure 29. Global Toothpaste Thickeners Sales Market Share by Functional Role in 2026

Figure 30. Global Toothpaste Thickeners Revenue Market Share by Functional Role (2021-2026)

Figure 31. Toothpaste Thickeners Consumed in Opaque Paste Toothpaste

Figure 32. Global Toothpaste Thickeners Market: Opaque Paste Toothpaste (2021-2026) & (MT)

Figure 33. Toothpaste Thickeners Consumed in Clear Gel Toothpaste

Figure 34. Global Toothpaste Thickeners Market: Clear Gel Toothpaste (2021-2026) & (MT)

Figure 35. Global Toothpaste Thickeners Sale Market Share by Application (2025)

Figure 36. Global Toothpaste Thickeners Revenue Market Share by Application in 2026

Figure 37. Toothpaste Thickeners Sales by Company in 2026 (MT)

Figure 38. Global Toothpaste Thickeners Sales Market Share by Company in 2026

Figure 39. Toothpaste Thickeners Revenue by Company in 2026 (\$ millions)

Figure 40. Global Toothpaste Thickeners Revenue Market Share by Company in 2026

Figure 41. Global Toothpaste Thickeners Sales Market Share by Geographic Region (2021-2026)

Figure 42. Global Toothpaste Thickeners Revenue Market Share by Geographic Region in 2026

Figure 43. Americas Toothpaste Thickeners Sales 2021-2026 (MT)

Figure 44. Americas Toothpaste Thickeners Revenue 2021-2026 (\$ millions)

Figure 45. APAC Toothpaste Thickeners Sales 2021-2026 (MT)

Figure 46. APAC Toothpaste Thickeners Revenue 2021-2026 (\$ millions)

Figure 47. Europe Toothpaste Thickeners Sales 2021-2026 (MT)

Figure 48. Europe Toothpaste Thickeners Revenue 2021-2026 (\$ millions)

Figure 49. Middle East & Africa Toothpaste Thickeners Sales 2021-2026 (MT)

Figure 50. Middle East & Africa Toothpaste Thickeners Revenue 2021-2026 (\$ millions)

Figure 51. Americas Toothpaste Thickeners Sales Market Share by Country in 2026

Figure 52. Americas Toothpaste Thickeners Revenue Market Share by Country (2021-2026)

Figure 53. Americas Toothpaste Thickeners Sales Market Share by Chemical Family (2021-2026)

Figure 54. Americas Toothpaste Thickeners Sales Market Share by Application (2021-2026)

Figure 55. United States Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 56. Canada Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 57. Mexico Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 58. Brazil Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 59. APAC Toothpaste Thickeners Sales Market Share by Region in 2026

Figure 60. APAC Toothpaste Thickeners Revenue Market Share by Region (2021-2026)

Figure 61. APAC Toothpaste Thickeners Sales Market Share by Chemical Family (2021-2026)

Figure 62. APAC Toothpaste Thickeners Sales Market Share by Application (2021-2026)

Figure 63. China Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 64. Japan Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 65. South Korea Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 66. Southeast Asia Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 67. India Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 68. Australia Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 69. China Taiwan Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 70. Europe Toothpaste Thickeners Sales Market Share by Country in 2026

Figure 71. Europe Toothpaste Thickeners Revenue Market Share by Country (2021-2026)

Figure 72. Europe Toothpaste Thickeners Sales Market Share by Chemical Family (2021-2026)

Figure 73. Europe Toothpaste Thickeners Sales Market Share by Application (2021-2026)

Figure 74. Germany Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 75. France Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 76. UK Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 77. Italy Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 78. Russia Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 79. Middle East & Africa Toothpaste Thickeners Sales Market Share by Country (2021-2026)

Figure 80. Middle East & Africa Toothpaste Thickeners Sales Market Share by Chemical Family (2021-2026)

Figure 81. Middle East & Africa Toothpaste Thickeners Sales Market Share by Application (2021-2026)

Figure 82. Egypt Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 83. South Africa Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 84. Israel Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 85. Turkey Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 86. GCC Countries Toothpaste Thickeners Revenue Growth 2021-2026 (\$ millions)

Figure 87. Manufacturing Cost Structure Analysis of Toothpaste Thickeners in 2026

Figure 88. Manufacturing Process Analysis of Toothpaste Thickeners

Figure 89. Industry Chain Structure of Toothpaste Thickeners

Figure 90. Channels of Distribution

Figure 91. Global Toothpaste Thickeners Sales Market Forecast by Region (2027-2032)

Figure 92. Global Toothpaste Thickeners Revenue Market Share Forecast by Region (2027-2032)

Figure 93. Global Toothpaste Thickeners Sales Market Share Forecast by Chemical Family (2027-2032)

Figure 94. Global Toothpaste Thickeners Revenue Market Share Forecast by Chemical Family (2027-2032)

Figure 95. Global Toothpaste Thickeners Sales Market Share Forecast by Application (2027-2032)

Figure 96. Global Toothpaste Thickeners Revenue Market Share Forecast by Application (2027-2032)

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