

# Oral Hygiene in the United States

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## Abstracts

Oral Hygiene in the United States

### Summary

Oral Hygiene in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

- The oral hygiene market consists of retail sales of breath fresheners (non-confectionery), dental floss, denture care, mouthwash, toothbrushes & replacement heads and toothpaste. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2024 exchange rates.
- The US oral hygiene market recorded revenues of \$11,163.6 million in 2024, representing a compound annual growth rate (CAGR) of 5% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 1.9% between 2019 and 2024, reaching a total of 1,729.6 million units in 2024.
- In 2024, the US's oral hygiene market grew by 5.1%, primarily fueled by a rise in final household consumption expenditure on health and a growing awareness of oral hygiene among consumers. Increased final household consumption expenditure on health indicates a shift in consumer priorities toward preventive care and wellness.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, major

- segments, and leading players in the oral hygiene market in the United States
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the oral hygiene market in the United States
  - Leading company profiles reveal details of key oral hygiene market players' global operations and financial performance
  - Add weight to presentations and pitches by understanding the future growth prospects of the United States oral hygiene market with five year forecasts

### **Reasons to Buy**

- What was the size of the United States oral hygiene market by value in 2024?
- What will be the size of the United States oral hygiene market in 2029?
- What factors are affecting the strength of competition in the United States oral hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up the United States's oral hygiene market?

### **Companies Mentioned**

The Procter & Gamble Co  
Colgate-Palmolive Co  
Edgewell Personal Care Co  
Haleon Plc

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