

# Oral Care Products Market, 2012 to 2023

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## Abstracts

### Oral Care Products Market

Oral care is necessary to maintain the good health and quality of the life. Oral care products are used to maintain the dental care and oral hygiene. Oral care products include the devices such as toothbrushes and medicated and non-medicated formulations such as toothpaste, mouthwashes, gargles, and tooth powders etc. These products help in the treatment of oral sores, tooth decay, chronic mouth pains, mouth ulcers, and oral, throat cancer among others.

Increase in the global population, a rise in awareness about the oral hygiene, technological developments in the oral care products such as battery powered toothbrushes, rise in the prevalence of oral diseases and increase the demand for oral care products used are anticipated to fuel the oral care products market over the forecast period. Moreover, change in the food habits leads to dental cavities, increase in the number of companies and novel product innovations, and an upsurge in the marketing & promotional activities expected to fuel the oral care products market. However, product recalls, stringent regulatory policies, lack of awareness about the oral hygiene products in developing countries, a high cost of the products, and lack of favourable reimbursement policies anticipated to restrain the oral care products market growth over the forecast period.

Oral care products market is segmented on the basis of product type, application, formulation type, and distribution channel

Based on the product type, oral care products market is segmented into the following:

Toothpastes

Gels

Pastes

Powders

Others

Toothbrushes

Electrical

Manual

Battery powered

Mouthwashes

Medicated mouthwashes

Non-medicated mouthwashes

Gargles

Dental prosthesis and cleaning products

Others

Based on the application, oral care products market is segmented into the following:

Dental cavities

Tooth decay

Tooth loss

Periodontal disease

Oral ulcers

Others

Based on the formulation, oral care products market is segmented into the following:

Powders

Liquids

Semi-solids

Based on the distribution channel, oral care products market is segmented into the following:

Hospital pharmacies

Retail pharmacies

Online pharmacies

Drug Stores

Retail Stores

Others

Oral care products market is in the flourishing stage with enormous products available in the market. Increase in the preference for oral hygiene, technological advancements in the oral care products such as electrical toothbrushes, an increase in the prevalence of dental cavities (according to WHO, 60-90% of children and more than 90% of adults are suffering from dental cavities) and periodontal diseases are anticipated to drive the revenue growth of the oral care products market. Acquisitions and mergers, collaborations, product approvals, and product launchings are some strategies followed by the companies for acquiring the oral care products market share. For instance, in April 2014, Oculus Innovative Sciences partnered with More Pharma for the commercialization of mouth and throat infection medicine Microdacyn60 in Mexico. Similarly, in November 2015, Prestige brands acquired the Dentek Holdings, Inc. for the diversification of oral care platform. In addition, in October 2016, Oral Antibacterials Inc. collaborated with Germiphene Corporation for launching UNO gel used to treat dentin hypersensitivity.

Geographically, oral care products market is segmented into the North America, Asia Pacific, Europe, Latin America, and Middle East & Africa. Asia Pacific is anticipated to exhibit a significant growth in oral care products market owing to growing general population in India and China. Growing awareness about oral hygiene and increase in the prevalence of oral diseases such as dental cavities is expected to propel the market growth in the region. In addition, North America plays a key role in the market due to rise in technological advancements in the oral care products, increase in disposable income, the presence of skilled dentists and hygienists in U.S. Rise in awareness about oral care products expected to fuel the revenue growth of oral care products market in the region. Huge geriatric population, increase in the number of manufacturers, an upsurge in the demand for dental products and treatment in Germany, U.K, and Russia etc., and high adoption of novel products are the key factors driving the Europe oral care products market.

Some of the players in the Global oral care products market are The Procter & Gamble Company (U.S.), Dr Fresh LLC. (U.S.), Himalaya Drug Company (India), GlaxoSmithKline Plc. (U.K.), Prestige Brands Holdings, Inc. (U.S.), Colgate-Palmolive Company (U.S.), High Ridge Brands Co. (CDR HRB Holdings, Inc.) (U.S.), Oculus Innovative Sciences (U.S.), More Pharma Corporation (Mexico), Oral Antibacterials Inc. (Canada), and Germiphene Corporation (Canada) to name a few.

In January 2017, High Ridge Brands Co. acquired Dr Fresh, LLC for entry into the oral care products market

In May 2017, Unilever acquired Qula's home care and personal care products for the diversification of business in Latin America region

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## **16. RESEARCH METHODOLOGY**

## **17. KEY ASSUMPTIONS AND ACRONYMS**

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