

ASEAN Oral Hygiene Products Industry Research Report 2026-2030

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Abstracts

Oral care products are daily care products used to maintain oral cleanliness, prevent oral diseases, freshen breath, and support the health of teeth and gums. These products primarily include toothpaste, tooth powder, mouthwash, oral sprays, dental floss and floss picks, interdental brushes, denture care products, and other oral hygiene items.

ASEAN is the most influential regional cooperation organization in Southeast Asia, established in Jakarta, Indonesia, in 1967. Its member states comprise the region's major economies, including Singapore, Malaysia, Thailand, Indonesia, Vietnam, the Philippines, Cambodia, Myanmar, Laos, Brunei, and Timor-Leste. According to ASEAN statistics, the bloc has a total population exceeding 690 million and a combined economic output of over US\$ 4.0 trillion.

According to CRI's analysis, toothpaste and toothbrushes are fundamental oral hygiene products with highly stable market demand. In contrast, products such as mouthwash, dental floss, interdental cleaners, as well as those designed for whitening, sensitivity relief, and gum care, currently have relatively low market penetration; however, driven by rising consumer awareness of oral health, they are becoming key drivers of market growth.

Thailand is not only a significant consumer market but also a key hub for the manufacturing and export of oral care products within ASEAN. The Indonesian market possesses the dual attributes of consumption and production. Vietnam is a market where demand growth and production capacity are expanding in tandem.

According to CRI's estimates, the ASEAN oral hygiene Products market is projected to

reach US\$ 9.5 billion in 2026, with a CAGR of approximately 5.8% from 2026 to 2030, and is expected to reach approximately US\$ 11.9 billion by 2030.

Market growth potential is expected to stem primarily from the continued expansion of the ASEAN population, rising household disposable income, and heightened health awareness.

CRI recommends that global oral hygiene products companies, international manufacturers, distributors, private equity (PE) funds and venture capital (VC) firms conduct timely market research on the ASEAN region to prepare for their strategic entry into the ASEAN oral hygiene products market.

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What is the projected revenue for Oral Hygiene Products market in ASEAN during the forecast period of 2026–2030?

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