

# Global Oral Care Market 2021

<https://marketpublishers.com/r/G2C582D2B034EN.html>

Date: May 2021

Pages: 39

Price: US\$ 2,750.00 (Single User License)

ID: G2C582D2B034EN

## Abstracts

Oral care is important to maintaining healthy teeth, gums and tongue. Poor oral hygiene can lead to dental cavities and gum disease, and has also been linked to heart disease, cancer, and diabetes. The global oral care market in terms of revenue is set to grow by US\$ 17 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 4.9% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for oral care. The global oral care market is segmented on the basis of product, distribution channel, region. By product, it is categorized into breath fresheners, dental floss, denture care, mouthwashes and rinses, tooth whiteners, toothbrushes and replacement head, and toothpaste. The toothpaste segment held the largest market share in 2020. By distribution channel, the oral care market is divided into convenience stores, drugstores & pharmacies, hypermarkets & supermarkets, online retailing, and others. Based on region, the oral care market is divided into North America, Asia Pacific, Europe, and Rest of the World (ROW).

The report has profiled some of the key players of the market such as Colgate-Palmolive Company, Dabur India Ltd, GlaxoSmithKline plc (GSK), Guangzhou Weimeizi Industrial Co. Ltd., Johnson & Johnson Inc., Procter & Gamble Company (P&G), Unilever PLC, Yunnan Baiyao Group Co. Ltd..

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the oral care market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

## Report Scope

Product: breath fresheners, dental floss, denture care, mouthwashes and rinses, tooth whiteners, toothbrushes and replacement head, and toothpaste  
Distribution channel: convenience stores, drugstores & pharmacies, hypermarkets & supermarkets, online retailing, and others  
Region: North America, Asia Pacific, Europe, and Rest of the World (ROW)  
Years Considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the global oral care market

Pinpoint growth sectors and trends for investment

Understand what the future of the global oral care market looks like

Identify the competitive landscape and window of opportunity

## Contents

### **1. MARKET DEFINITION**

### **2. RESEARCH METHODOLOGY**

### **3. MARKET DATA & OUTLOOK**

3.1 Market Value

3.2 Market Value Forecast

### **4. ORAL CARE MARKET BY PRODUCT**

4.1 Breath Fresheners

4.2 Dental Floss

4.3 Denture Care

4.4 Mouthwashes And Rinses

4.5 Tooth Whiteners

4.6 Toothbrushes And Replacement Head

4.7 Toothpaste

### **5. ORAL CARE MARKET BY DISTRIBUTION CHANNEL**

5.1 Convenience Stores

5.2 Drugstores & Pharmacies

5.3 Hypermarkets & Supermarkets

5.4 Online Retailing

5.5 Others

### **6. ORAL CARE MARKET BY REGION**

6.1 North America

6.2 Asia Pacific

6.3 Europe

6.4 Rest Of The World (Row)

### **7. COMPANY PROFILES**

7.1 Colgate-Palmolive Company

- 7.2 Dabur India Ltd
- 7.3 GlaxoSmithKline plc (GSK)
- 7.4 Guangzhou Weimeizi Industrial Co., Ltd.
- 7.5 Johnson & Johnson Inc.
- 7.6 Procter & Gamble Company (P&G)
- 7.7 Unilever PLC
- 7.8 Yunnan Baiyao Group Co., Ltd.

## **8. APPENDIX**

- 8.1 About StrategyHelix
- 8.2 Disclaimer

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