

Dental Floss Market Forecasts to 2030 – Global Analysis By Product Type (Waxed Floss, Unwaxed Floss, Dental Tape, Specialty Floss and Floss Picks), Material Type (Nylon (Multi-filament), PTFE (Monofilament) and Other Material Types), Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Dental Floss Market is accounted for \$645.4 million in 2024 and is expected to reach \$952.4 million by 2030 growing at a CAGR of 6.7% during the forecast period. A thin, string-like substance called dental floss is used to clean in between teeth, getting rid of food particles and plaque that brushing cannot get rid of. Usually composed of nylon or plastic filaments, it slides beneath the gum line and between teeth, upsetting bacterial colonies that lead to gum disease and cavities. Brushing and flossing on a regular basis are crucial for maintaining proper oral hygiene and averting dental issues.

According to the Centers for Disease Control and Prevention (CDC), over 90% of adults in the United States experience issues with cavities, and one in four have untreated cavities.

Market Dynamics:

Driver:

Increasing awareness of oral health

The rising awareness of oral hygiene significantly drives the dental floss market.

Educational campaigns by dental professionals, government initiatives, and private companies emphasize the importance of flossing to prevent cavities, gum disease, and bad breath. This has led to a shift in consumer behavior, with more individuals incorporating flossing into their daily routines. Increased access to information through digital platforms and social media further reinforces the practice, particularly among health-conscious younger generations, boosting the demand for dental floss globally.

Restraint:

Limited consumer knowledge

Many individuals lack awareness about the importance of flossing as a part of oral hygiene routines. Misconceptions regarding its necessity, combined with inadequate education on proper usage, limit its adoption. Additionally, some consumers are unaware of the variety of floss products available, such as waxed, unwaxed, or eco-friendly options, leading to underutilization. This knowledge gap hinders market growth, especially in regions with lower dental health awareness or access to preventive care information.

Opportunity:

Expansion of online retail channels

Online retail offers consumers access to a wide variety of products, including specialized and eco-friendly options, with the convenience of home delivery. Digital platforms enable price comparisons, customer reviews, and detailed product descriptions, empowering informed purchasing decisions. The growing adoption of smartphones and secure online payment methods further drives this trend, making online channels a key growth avenue for manufacturers.

Threat:

Health and safety concerns

Health concerns related to certain dental floss products containing harmful chemicals like PFAS pose a threat to market growth. Studies linking these chemicals to adverse health effects such as cancer and immune system issues have raised consumer apprehensions. Additionally, environmental concerns about non-biodegradable floss

materials contribute to negative perceptions.

Covid-19 Impact:

The COVID-19 pandemic initially disrupted the dental floss market due to supply chain interruptions and reduced consumer spending on non-essential items. However, heightened awareness of personal hygiene during the pandemic led to increased demand for self-care products like dental floss. The shift from offline stores to online platforms accelerated sales through e-commerce channels. As consumers prioritized preventive healthcare to avoid dental visits during lockdowns, the pandemic ultimately reinforced the importance of oral hygiene.

The floss picks segment is expected to be the largest during the forecast period

The floss picks segment is expected to account for the largest market share during the forecast period due to their convenience and ease of use compared to traditional floss. They are particularly popular among individuals with dexterity issues or tight interdental spaces. The segment's growth is driven by innovations such as flavored picks and biodegradable options catering to environmentally conscious consumers. Floss picks' portability and suitability for on-the-go use make them a preferred choice across diverse demographics, ensuring their continued dominance in the market.

The online segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online segment is predicted to witness the highest growth rate due to increasing consumer preference for e-commerce platforms offering convenience and variety. Online channels provide access to a broad range of dental floss products, including niche options like eco-friendly or specialty flosses. Features such as customer reviews, competitive pricing, and subscription models enhance user experience. The proliferation of smartphones and advancements in secure payment systems further fuel this segment's high growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to high awareness about oral hygiene and robust healthcare infrastructure. Regular dental check-ups emphasize preventive care practices like flossing, supported by extensive public health campaigns. The region's high disposable income enables consumers to invest in premium oral care products. Additionally, a

strong presence of key market players offering innovative solutions contributes to North America's dominant position in the global market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to increasing awareness about oral hygiene and rising disposable incomes in countries like China and India. Government-led health initiatives promoting preventive care drive demand for dental floss products. The region's growing elderly population further boosts adoption as older adults seek effective solutions for maintaining oral health. Expanding e-commerce platforms enhance accessibility, making Asia Pacific a key growth region for the market.

Key players in the market

Some of the key players in Dental Floss Market include Procter & Gamble Company, Colgate-Palmolive Company, Johnson & Johnson Services, Inc., Prestige Consumer Healthcare Inc., Dr. Fresh LLC, Church & Dwight Co. Inc., Lion Corporation, Dr Wild & Co. AG, Sunstar Suisse SA, The Humble Co. AB, 3M Company, Perrigo Company plc, Alfred Becht GmbH, Shantou Oral Health Co. Ltd., Water Pik Inc., RANIR LLC, AVACO Corporation and Simply Natural Corporation.

Key Developments:

In April 2024, Lion Corporation launched the new brand "OCH-TUNE," which offers a new way to select oral care through style. Lion will launch new toothpastes, toothbrushes, and mouthwashes in the two styles of FAST and SLOW.

In January 2021, Waterpik published clinical research showing the Waterpik water flosser is up to 2X more effective than string floss for removing bacterial plaque and improving gum health.

Product Types Covered:

Waxed Floss

Unwaxed Floss

Dental Tape

Specialty Floss

Floss Picks

Material Types Covered:

Nylon (Multi-filament)

PTFE (Monofilament)

Other Material Types

Distribution Channels Covered:

Offline

Online

End Users Covered:

Individual Consumers/Households

Dental Professionals

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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