

# Oral Care - Global Market Outlook (2017-2023)

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## Abstracts

According to Statistics MRC, the Global Oral Care Market is valued at \$40.63 billion in 2016 and is expected to reach \$63.48 billion by 2023 growing at a CAGR of 6.6% from 2016 to 2023. Growing awareness on oral hygiene is one of the key factors driving the market growth. Rising incidences of dental caries and other periodontal diseases, technical advancements in oral care products are other factors favouring the market growth. However, the competitive pricing pressures faced by prominent players are expected to restrain the growth of this market.

By product, toothbrushes and accessories segment is anticipated to command the market share during the forecast period owing to growing innovation in toothbrushes and rising adoption of technologically advanced toothbrushes. In addition, tooth paste segment expected to grow faster during the forecast period. Europe region commanded the largest share in oral care market mainly attributed to growing incidence of dental caries, rising disposable incomes in emerging countries. However, Asia-Pacific region is expected to witness the highest CAGR during the forecast period contributes to the large population.

Some of the key players in the market include Colgate-Palmolive, GlaxoSmithKline, Johnson & Johnson, Procter & Gamble Company, Unilever, Anchor Group, Church & Dwight, Dabur India Ltd., Dr. Fresh, Himalaya, Henkel KgaA, Lion Corporation, Patanjali Ayurved Ltd., Supersmile, Young Innovations, Inc.

Product Types Covered:

Toothbrushes and Accessories

Toothbrushes

Electric Toothbrushes

Manual Toothbrushes

Battery-Powered Toothbrushes

Replacement Toothbrush Heads

Toothpastes

Gels

Powders

Pastes

Polishes

Dental Accessories/Ancillaries

Breath Fresheners

Dental Water Jets

Cosmetic Dental Whitening Products

Dental Flosses

Denture Products

Fixatives

Other Denture Products

Mouthwashes/Rinses

Medicated Mouthwashes

Non-Medicated Mouthwashes

Dental Prosthesis Cleaning Solutions

Dental implants & abutments

Zirconium implants

Titanium implants

Abutments

Crown

Dentures

Other Cleaning Solutions

Oral Imaging

Oral X-ray

Dental CBCT

Dental optical imaging

Oral X-ray

Intraoral Cameras

Dental Biomaterials

Tissue regenerative materials

Dental bone grafts

Other Biomaterials

Endodontics

Obturators

Permanent endodontic sealer

Endodontics files

Orthodontics

Removable braces

Fixed braces

Periodontics

Dental Hemostats

Dental Anesthetics

Dental Sutures

Lab equipments

CAD/CAM

Other Equipments

Tongue Scrapers

Cleaners

Distribution channel Covered:

Retail Pharmacies

Dental Dispensaries

Online Distribution

## Consumer Stores

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

U.K

France

Italy

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

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges,

Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

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