

# **Australia Toothpaste Market, By Product Type (Conventional Toothpaste, Herbal Toothpaste, Whitening & Sensitive Toothpaste), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Australia toothpaste market, valued at USD 592.89 million in 2024, is set to reach USD 726.21 million by 2030, growing at a CAGR of 3.49%. This growth is driven by rising consumer focus on oral hygiene and preventive dental care. Increasing demand for toothpaste offering additional benefits such as whitening, sensitivity relief, and natural ingredients reflects shifting preferences. Sustainability concerns are boosting the popularity of fluoride-free, vegan, and eco-packaged products. The expansion of e-commerce, along with targeted digital marketing, is significantly enhancing product accessibility and awareness. With 17.08 million Australians shopping online monthly in 2024—a sharp rise from 11.78 million in 2020—digital channels are becoming pivotal in reaching health-conscious and convenience-seeking consumers, particularly younger demographics.

### **Key Market Drivers**

#### **Rising Awareness of Oral Health and Hygiene**

Heightened awareness about oral hygiene is a key driver of the Australia toothpaste market. Educational campaigns by health bodies like the Australian Dental Association

(ADA), along with efforts from dentists and brands, have emphasized the benefits of using fluoride toothpaste regularly to prevent cavities and gum diseases. This growing understanding has prompted more proactive consumer behavior, particularly among children and seniors, toward preventive dental care. Increasingly, toothpaste is seen not just as a hygiene product but as a crucial component of daily health maintenance.

## **Key Market Challenges**

### **Market Saturation and Intense Competition**

The Australia toothpaste market faces challenges from market saturation and stiff competition. Dominated by established multinational companies such as Colgate-Palmolive, Procter & Gamble, and Unilever, the market presents significant barriers to entry for new or smaller players. These incumbents benefit from broad distribution, loyal customers, and high marketing budgets. With many products offering similar benefits—like whitening or cavity protection—brands struggle to differentiate, resulting in competitive pricing, reduced margins, and limited room for innovation. Smaller companies often lack the resources to compete on visibility or scale sustainably.

## **Key Market Trends**

### **Shift Toward Natural, Organic, and Sustainable Toothpaste Products**

Australian consumers are increasingly gravitating toward toothpaste that aligns with their values of health and sustainability. This includes fluoride-free, vegan, and organic products with natural ingredients like charcoal, aloe vera, and coconut oil. The demand is particularly strong among millennials and Gen Z, who seek transparency and eco-friendliness in their purchases. To cater to this trend, brands are investing in recyclable or biodegradable packaging and formulating products without synthetic additives. The influence of clean beauty and wellness movements is also reshaping consumer expectations in the oral care space.

## **Key Market Players**

Church & Dwight Co., Inc. (Arms & Hammer)

Unilever plc

Amway Corporation

Patanjali Ayurved Ltd

Henkel AG & Co. KGaA

Glaxosmithkline Plc

Colgate Palmolive Company

The Procter & Gamble Company

Johnson & Johnson Services, Inc.

Dabur International Ltd

## **Report Scope:**

In this report, the Australia Toothpaste Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Toothpaste Market, By Product Type:

Conventional Toothpaste

Herbal Toothpaste

Whitening & Sensitive Toothpaste

Australia Toothpaste Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

### Australia Toothpaste Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Toothpaste Market.

### Available Customizations:

Australia Toothpaste Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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