

India Oral Care Market, by Product (Toothpaste, Toothbrush, Mouth Wash, Dental Accessories/Ancillaries), By Application (Toothache, Cavities, Periodontal Disease, Tooth Sensitivity, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Retail Pharmacies, Dental dispensaries, Online), By Region, Competition Forecast & Opportunities, FY2026

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Abstracts

India Oral Care Market was valued at USD2,058 million and is expected to witness a significant CAGR of 8.69% during the forecast period due to the rising prevalence of various oral diseases, including tooth decay and periodontal diseases, which leads to the adoption of various oral care products among consumers. Oral hygiene awareness is also one of the key factors driving the growth of the India Oral Care Market. The efforts being made by dentists and government by holding various seminars and programs to increase awareness about oral hygiene are majorly boosting the market growth. Moreover, the manufacturers are also undergoing partnerships with various international organizations such as World Dental Federation (FDI) to emphasize the importance of oral care products and drawing attention to their newly launched products.

Technological advancements and introduction of innovative products such as electric toothbrushes and motion sensor technology equipped toothbrushes further support the growth of India Oral Care Market. The increasing awareness about the benefits of such innovative products is creating a huge demand in India market. However, the market

might also face some restraints. The growing circulation of counterfeit oral care products might create a major challenge for manufacturers. Moreover, the lack of awareness about oral hygiene in rural areas might further hamper the growth of India Oral Care Market.

The India Oral Care Market is categorized based on the product, distribution channel and region. Based on distribution channel, online segment is expected to dominate the market during the forecast period as they offer a variety of oral care products to choose from and some of them also offer products at discounted prices.

Major players operating in the India Oral Care Market, such as Procter & Gamble Hygiene and Health Care Limited, Hindustan Unilever Limited, Colgate-Palmolive (India) Limited, GlaxoSmithKline Consumer Healthcare Ltd., Johnson & Johnson (India) Ltd. Patanjali Ayurved Limited, The Himalaya Drug Company, Anchor Health & Beauty Care Pvt. Ltd, Dabur India Limited, Amway India Enterprises Pvt. Ltd., etc., are focusing on using the latest technologies to bring new products to the market. Some of the leading companies are also coming up with their own online shopping portals to increase their consumer base by offering lower prices on their products.

Years considered for this report:

Historical Years: FY2016-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022–FY2026

Objective of the Study:

To analyze the historical growth in the market size of India Oral Care Market from FY2016 to FY2020.

To estimate and forecast the market size of India Oral Care Market from FY2021 to FY2026 and growth rate until FY2026.

To classify and forecast the India Oral Care Market based on type of Products,

Distribution channel, End-User, and Region.

To identify drivers and challenges for the India Oral Care Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the India Oral Care Market.

To conduct pricing analysis for the India Oral Care Market.

To identify and analyze the profile of leading players operating in the India Oral Care Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of the India Oral Care Market using a bottom-up approach, where in data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, distributors, and end users

Market research and consulting firms

Government bodies such as regulating authorities and policy makers.

Organizations, forums, and alliances related to oral care.

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, the India Oral Care Market has been segmented into the following categories, in addition to the industry trends that have also been detailed below:

India Oral Care Market, By Product

Toothpaste

Toothbrush

Mouth Wash

Dental Accessories/Ancillaries

India Oral Care Market, By Distribution Channel

Hypermarkets/Supermarkets

Convenience Stores

Retail Pharmacies

Dental dispensaries

Online

India Oral Care Market, By End User

Hospitals

Dental Clinics

Home Care

India Oral Care Market, By Region

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of major companies present in the India Oral Care market.

Available Customizations:

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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