

# **North America Toothpaste Market, By Type (Sensitivity, Whitening, Herbal/Natural, Medicated, Others), By End User (Adults, Kids), By Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online, Drug Stores/Pharmacies), By Country, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

North America Toothpaste Market was valued at USD 7.21 Billion in 2024 and is expected to reach USD 9.55 Billion by 2030 with a CAGR of 4.8% during the forecast period. The North America toothpaste market is experiencing steady growth, driven by rising consumer awareness of oral hygiene, premiumization of oral care products, and growing demand for specialized formulations that address diverse dental concerns. Increasing incidence of dental problems such as sensitivity, cavities, and gum diseases, often linked to lifestyle and dietary habits, is prompting consumers to opt for high-performance toothpaste products endorsed by dental professionals. The market is also benefiting from the expanding preference for natural and herbal alternatives, as consumers seek products with fewer synthetic additives and more plant-based, eco-friendly ingredients, a trend reinforced by the broader shift toward clean-label personal care. Technological advancements in oral care, such as the incorporation of enamel-repairing compounds, activated charcoal, and advanced whitening agents, are enabling manufacturers to differentiate offerings and command premium prices.

Moreover, brand loyalty remains strong in this category, but competition is intensifying due to aggressive marketing strategies, celebrity endorsements, and influencer-led

campaigns across digital platforms. The region's high disposable income, coupled with willingness to spend on preventive healthcare, supports the uptake of premium and niche toothpaste variants, including those targeting cosmetic benefits such as long-lasting freshness and whitening. The aging population is contributing to demand for products that address oral sensitivity and gum health, while younger demographics are drawn to innovative flavors, sustainable packaging, and ethical brand positioning. E-commerce penetration is expanding rapidly, offering consumers greater access to global brands and subscription-based delivery models, which enhance convenience and retention.

## Key Market Drivers

### Rising Oral Health Awareness and Preventive Dental Care Adoption

One of the strongest drivers propelling the North America toothpaste market is the increasing public awareness of oral hygiene and the growing prioritization of preventive dental care. In the United States, the Healthy People 2030 initiative—a set of public health objectives issued by the U.S. Department of Health and Human Services—reports that 46.2% of children, adolescents, and adults used the oral health care system in 2018, surpassing the initial 2016 baseline of 43.3%, and even exceeding the 45% target. This trend underscores growing utilization of dental services and a rising focus on preventive care across age groups. Over the past decade, government health agencies, dental associations, and private sector players have actively promoted oral health education through campaigns, school programs, and community outreach initiatives. These efforts have significantly influenced consumer behaviour, encouraging people to view toothpaste not merely as a commodity but as an essential daily health product. As consumers become more informed about the link between oral health and overall well-being—particularly its connection to heart health, diabetes, and respiratory diseases—they are placing greater emphasis on maintaining oral hygiene from an early age. The expansion of routine dental checkups and the growing number of dental insurance plans in the U.S. and Canada further reinforce regular oral care habits, thereby increasing toothpaste consumption. Preventive approaches are also being embraced to avoid expensive restorative dental treatments, making consumers more willing to invest in specialized, high-quality toothpaste variants that offer benefits like cavity prevention, gum protection, and enamel strengthening. In addition, schools and pediatric programs that emphasize proper brushing techniques and the use of fluoride-based toothpaste for children are fostering life-long oral care habits. This heightened awareness, supported by strong professional endorsements from dentists and hygienists, ensures a stable and growing demand base for both mass-market and

premium toothpaste products.

## Key Market Challenges

### Market Saturation and Intense Competitive Pressure

One of the primary challenges facing the North America toothpaste market is the high level of market saturation, which creates intense competitive pressure among established brands and limits room for substantial volume growth. The region has long been dominated by a few multinational corporations with strong brand recognition and deep distribution networks, making it extremely difficult for new entrants to secure market share without significant investment in marketing and product differentiation. Brand loyalty is a major factor in this segment, with many consumers sticking to familiar products unless given a compelling reason to switch. This entrenched consumer behavior forces both incumbents and newcomers to invest heavily in promotional campaigns, celebrity endorsements, and in-store visibility just to maintain or slightly improve market positioning. Price wars and frequent discounting, especially in the mass-market segment, can erode profit margins, particularly for smaller brands with less economies of scale. The saturation also means that innovation cycles are shorter—brands must continually refresh their portfolios with new variants, packaging updates, or limited editions to retain consumer interest, which increases operational and R&D costs. While the premium segment offers some growth potential, competition there is also intensifying as niche and natural toothpaste brands carve out space alongside traditional players. In such an environment, differentiation becomes challenging, and even unique formulations or packaging concepts can quickly be replicated, further heightening the struggle for sustained brand visibility and profitability.

## Key Market Trends

### Shift Toward Sustainable and Eco-Friendly Oral Care

Sustainability has evolved from a niche consideration to a central purchasing factor in the North America toothpaste market, as consumers increasingly demand products that align with environmental values. This trend extends beyond simply using natural ingredients—it encompasses the entire product lifecycle, including sourcing, manufacturing, packaging, and disposal. Consumers are actively seeking toothpaste brands that use responsibly sourced ingredients, reduce water consumption during production, and offer biodegradable or recyclable packaging. The traditional multi-layer laminated plastic tubes, which are difficult to recycle, are being replaced by recyclable

aluminum tubes, compostable paper-based packaging, or innovative refill systems. Zero-waste toothpaste formats, such as tablets, powders, and solid bars, are gaining popularity among eco-conscious consumers who want to eliminate plastic entirely from their oral care routines. Companies are also adopting carbon-neutral production practices and transparent sustainability reporting to appeal to this demographic. Importantly, sustainability in toothpaste is now being paired with functional and sensory appeal, ensuring that eco-friendly alternatives do not require consumers to compromise on taste, texture, or cleaning performance. Retailers are dedicating shelf space to “green” oral care brands, while online marketplaces are offering dedicated eco-friendly sections, further boosting visibility. As environmental regulations tighten and public discourse around plastic pollution grows louder, sustainability is becoming less of a marketing choice and more of a market necessity, with early adopters gaining competitive advantage in brand loyalty and differentiation.

### Key Market Players

The Procter & Gamble Company

Colgate-Palmolive Company

Unilever PLC

GlaxoSmithKline plc

Church & Dwight Co., Inc.

3M Company

Henkel AG & Co. KGaA

Sunstar Suisse S.A.

The Himalaya Drug Company

Beverly Glen Laboratories, Inc.

### Report Scope:

In this report, the North America toothpaste market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### North America Toothpaste Market, By Type:

Sensitivity

Whitening

Herbal/Natural

Medicated

Others

#### North America Toothpaste Market, By End User:

Adults

Kids

#### North America Toothpaste Market, By Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online

Drug Stores/Pharmacies

#### North America Toothpaste Market, By Country:

United States

Canada

Mexico

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the North America toothpaste market.

## Available Customizations:

North America 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. NORTH AMERICA TOOTHPASTE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Type Market Share Analysis (Sensitivity, Whitening, Herbal/Natural, Medicated, Others)

5.2.2. By End User Market Share Analysis (Adults, Kids)

5.2.3. By Distribution Channel Market Share Analysis (Supermarkets and Hypermarkets, Convenience Stores, Online, Drug Stores/Pharmacies)

5.2.4. By Country Market Share Analysis

5.2.4.1. United States Market Share Analysis

5.2.4.2. Canada Market Share Analysis

5.2.4.3. Mexico Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

## 5.3. North America Toothpaste Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By End User Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.4. By Country Market Mapping & Opportunity Assessment

## 6. UNITED STATES TOOTHPASTE MARKET OUTLOOK

### 6.1. Market Size & Forecast

6.1.1. By Value

### 6.2. Market Share & Forecast

6.2.1. By End User Market Share Analysis

6.2.2. By Type Market Share Analysis

6.2.3. By Distribution Channel Market Share Analysis

## 7. CANADA TOOTHPASTE MARKET OUTLOOK

### 7.1. Market Size & Forecast

7.1.1. By Value

### 7.2. Market Share & Forecast

7.2.1. By End User Market Share Analysis

7.2.2. By Type Market Share Analysis

7.2.3. By Distribution Channel Market Share Analysis

## 8. MEXICO TOOTHPASTE MARKET OUTLOOK

### 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By End User Market Share Analysis

8.2.2. By Type Market Share Analysis

8.2.3. By Distribution Channel Market Share Analysis

## 9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

## 10. MARKET TRENDS & DEVELOPMENTS

10.1. Merger & Acquisition (If Any)

10.2. Type Launches (If Any)

10.3. Recent Developments

## 11. PORTERS FIVE FORCES ANALYSIS

11.1. Competition in the Industry

11.2. Potential of New Entrants

11.3. Power of Suppliers

11.4. Power of Customers

11.5. Threat of Substitute Types

## 12. NORTH AMERICA ECONOMIC PROFILE

## 13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. The Procter & Gamble Company.

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Types & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Colgate-Palmolive Company

13.1.3. Unilever PLC

- 13.1.4. GlaxoSmithKline plc
- 13.1.5. Church & Dwight Co., Inc.
- 13.1.6. 3M Company
- 13.1.7. Henkel AG & Co. KGaA
- 13.1.8. Sunstar Suisse S.A.
- 13.1.9. The Himalaya Drug Company
- 13.1.10. Beverly Glen Laboratories, Inc.

## **14. STRATEGIC RECOMMENDATIONS**

- 14.1. Key Focus Areas
  - 14.1.1. Target Type
  - 14.1.2. Target Distribution Channel
  - 14.1.3. Target Country

## **15. ABOUT US & DISCLAIMER**

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