

# **Sensitive Toothpaste Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Application (Whitening, Rapid Relief, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, By Competition, 2018-2028**

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## **Abstracts**

The Global Sensitive Toothpaste Market has valued at USD1.52 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.3% through 2028. The global sensitive toothpaste market has witnessed significant growth in recent years, driven by increasing dental health awareness and a rising prevalence of tooth sensitivity issues. Sensitive toothpaste is specially formulated to address tooth sensitivity, a common dental problem affecting millions worldwide. This market overview explores the key factors shaping the industry and its prospects.

Firstly, the market is benefiting from a growing consumer inclination towards oral hygiene and dental care. People are becoming more conscious of the need to maintain good oral health, which has led to increased demand for sensitive toothpaste products. Additionally, factors like a burgeoning aging population and dietary habits that expose teeth to acidic or sugary foods contribute to tooth sensitivity, further propelling the market's growth.

The global sensitive toothpaste market is witnessing substantial competition among key players, leading to enhanced product offerings and aggressive marketing strategies. As consumers continue to prioritize dental health, this market is expected to maintain its upward trajectory, offering lucrative opportunities for both established companies and new entrants seeking to tap into this growing segment.

## Key Market Drivers

### Rising Dental Health Awareness

Dental health awareness has surged in recent years, with consumers becoming increasingly conscious of the importance of maintaining good oral hygiene. This heightened awareness extends to the recognition of tooth sensitivity as a prevalent dental issue. People are more informed about the causes and symptoms of tooth sensitivity, driving them to seek specialized products like sensitive toothpaste. As consumers proactively address their dental health, this heightened awareness acts as a significant driver for the sensitive toothpaste market.

### Growing Prevalence of Tooth Sensitivity

Tooth sensitivity is a common dental problem that affects millions of people worldwide. It occurs when the protective enamel on teeth wears down, exposing the dentin layer, which is more sensitive to external stimuli such as hot or cold temperatures and sugary foods. The increasing prevalence of tooth sensitivity can be attributed to various factors, including dietary habits, acidic beverages, and the use of teeth-whitening products. Consequently, the growing number of individuals experiencing tooth sensitivity fuels the demand for sensitive toothpaste, as it offers relief and protection.

### Innovations in Formulations and Ingredients

The sensitive toothpaste market has seen remarkable innovations in product formulations and ingredients. Manufacturers are constantly researching and developing new solutions to address tooth sensitivity more effectively. For instance, the inclusion of potassium nitrate and fluoride in sensitive toothpaste formulations has become commonplace. Potassium nitrate helps desensitize nerve endings in the teeth, reducing sensitivity, while fluoride offers added protection against cavities. Furthermore, advancements in nanotechnology have enabled the creation of micro-sized particles that can penetrate dentinal tubules more effectively, providing quicker relief from sensitivity. These innovations make sensitive toothpaste more appealing to consumers and contribute to market growth.

### Expanding Product Range and Customization

Sensitive toothpaste products are no longer limited to just alleviating tooth sensitivity.

Manufacturers are expanding their product ranges to cater to various consumer needs. This includes specialized formulations for teeth whitening, gum care, and overall oral health. The customization of sensitive toothpaste offerings allows consumers to choose products that align with their specific dental concerns, creating a broader market appeal. For example, individuals seeking both sensitivity relief and teeth whitening benefits can opt for a dual-action toothpaste, providing a comprehensive oral care solution. This diversification enhances market competitiveness and drives consumer interest.

### Aggressive Marketing and Promotion

Key players in the sensitive toothpaste market are investing heavily in marketing and promotional activities. They leverage various platforms, including television, digital media, and social networks, to create brand awareness and engage with consumers. Marketing campaigns often highlight the benefits of using sensitive toothpaste, such as pain relief, enamel protection, and overall oral health improvement. These campaigns aim to educate consumers about the advantages of sensitive toothpaste over regular toothpaste, encouraging them to make informed choices. The aggressive marketing strategies employed by industry leaders not only expand market reach but also stimulate demand, contributing to the overall growth of the sensitive toothpaste market.

In conclusion, the global sensitive toothpaste market is thriving due to a combination of factors, including increased dental health awareness, a growing prevalence of tooth sensitivity, continuous innovations in formulations and ingredients, an expanding product range, and aggressive marketing efforts. As consumers continue to prioritize their oral health and seek solutions for dental discomfort, the sensitive toothpaste market is expected to maintain its upward trajectory, offering opportunities for both established players and new entrants in the industry.

### Key Market Challenges

#### Regulatory Hurdles and Ingredient Restrictions

Sensitive toothpaste formulations often contain active ingredients like potassium nitrate, stannous fluoride, and strontium chloride, which are used to desensitize teeth. Regulatory authorities in different countries impose restrictions on the use of certain ingredients due to safety concerns or maximum allowable concentrations. This presents a challenge for manufacturers, as they must navigate complex regulatory landscapes to ensure compliance with local and international standards. Formulating sensitive toothpaste that meets the requirements of various markets can be costly and time-

consuming, potentially limiting product availability and increasing production costs.

### Price Sensitivity and Cost Constraints

Sensitive toothpaste products are often priced at a premium compared to regular toothpaste due to the specialized ingredients and formulations they contain. This price differential can deter price-sensitive consumers from purchasing sensitive toothpaste regularly, especially in regions with lower disposable incomes. As a result, manufacturers must strike a balance between producing high-quality, effective products and keeping prices competitive. Cost constraints related to sourcing quality ingredients and conducting research and development activities for innovative formulations can be challenging for companies aiming to offer affordable options while maintaining profitability.

### Competition from Alternative Dental Solutions

The sensitive toothpaste market faces competition from alternative dental treatments and products. For example, dental professionals may recommend fluoride treatments, dental sealants, or in-office desensitizing procedures for individuals with severe tooth sensitivity. Additionally, some consumers opt for over-the-counter pain relievers or home remedies to manage tooth discomfort. The availability of these alternatives poses a challenge for sensitive toothpaste manufacturers, as consumers may choose other options over sensitive toothpaste, especially if they perceive them to be more effective or cost-efficient. Manufacturers must differentiate their products and communicate their benefits effectively to address this challenge.

### Consumer Misperceptions and Lack of Awareness

Despite efforts to increase dental health awareness, some consumers may still lack a clear understanding of tooth sensitivity and the benefits of sensitive toothpaste. Misperceptions or a lack of awareness about the condition and available solutions can hinder market growth. In some cases, individuals may not realize they have tooth sensitivity or may not associate their discomfort with the need for specialized toothpaste. To address this challenge, manufacturers and dental professionals must continue educating consumers about tooth sensitivity, its causes, and the importance of using sensitive toothpaste for relief and prevention.

### Brand Proliferation and Market Fragmentation

The sensitive toothpaste market has seen the proliferation of brands and products, leading to market fragmentation. While increased competition can drive innovation and product diversification, it also poses challenges for consumers in terms of product selection and quality assurance. Consumers may find it overwhelming to choose from a multitude of sensitive toothpaste options, leading to confusion and uncertainty about product efficacy. To stand out in a crowded market, companies must invest in effective marketing strategies, product differentiation, and quality control measures. Market fragmentation can also affect profit margins, as companies may engage in price wars to gain market share.

In conclusion, the global sensitive toothpaste market faces several challenges, including regulatory hurdles and ingredient restrictions, price sensitivity and cost constraints, competition from alternative dental solutions, consumer misperceptions and a lack of awareness, and brand proliferation and market fragmentation. Successfully addressing these challenges requires manufacturers to navigate regulatory complexities, optimize pricing strategies, differentiate their products, educate consumers, and ensure product quality. Despite these challenges, the sensitive toothpaste market continues to grow as consumers prioritize their dental health and seek effective solutions for tooth sensitivity.

## Key Market Trends

### Natural and Organic Formulations

One of the prominent trends in the sensitive toothpaste market is the increasing demand for natural and organic formulations. Consumers are becoming more conscious of the ingredients in the products they use, including toothpaste. They are looking for sensitive toothpaste options that are free from artificial flavors, colors, and preservatives. Manufacturers are responding by developing sensitive toothpaste products that contain natural ingredients such as aloe vera, chamomile, activated charcoal, and herbal extracts. These ingredients are perceived as gentler on teeth and gums while still offering effective relief from tooth sensitivity. Natural and organic sensitive toothpaste products are gaining popularity among health-conscious consumers who prefer products with minimal chemical additives.

### Innovative Packaging and Dispensing Mechanisms

Packaging and dispensing mechanisms are undergoing innovation in the sensitive toothpaste market. Manufacturers are focusing on user-friendly packaging designs that make it easier for consumers to use the product effectively. One notable trend is the

introduction of collapsible and recyclable toothpaste tubes, reducing waste and environmental impact. Additionally, advancements in packaging technology have led to the development of one-handed dispensers and precision applicators. These innovations provide consumers with better control over the amount of toothpaste they use and reduce product wastage. Such packaging trends not only enhance the consumer experience but also contribute to sustainability efforts, aligning with the broader eco-friendly movement.

### Customized Sensitive Toothpaste Solutions

Personalization is gaining traction in the sensitive toothpaste market. Manufacturers are offering customized solutions to address specific dental concerns and preferences. This trend involves leveraging technology, such as dental health apps and AI-powered diagnostics, to provide personalized product recommendations. Consumers can input information about their dental health, such as the severity of tooth sensitivity, existing dental conditions, and flavor preferences, to receive tailored product recommendations. Some companies also offer direct-to-consumer DNA testing kits to assess genetic factors that may influence dental health. This data-driven approach allows consumers to access sensitive toothpaste formulations that are uniquely suited to their individual needs, enhancing overall satisfaction and efficacy.

### Expansion into Specialty Segments

The sensitive toothpaste market is expanding beyond its traditional niche to cater to specialized segments. Manufacturers are recognizing the diverse needs of consumers and developing sensitive toothpaste products that address specific concerns. For example, there is a growing market for sensitive toothpaste designed for children, incorporating child-friendly flavors and packaging to encourage good oral hygiene habits from a young age. Another emerging segment is sensitive toothpaste for seniors, which may contain additional ingredients to address age-related dental issues like gum sensitivity and reduced enamel strength. Specialty variants such as vegan, gluten-free, or cruelty-free sensitive toothpaste are also gaining traction as consumers seek products aligned with their ethical and lifestyle choices.

### Integration of Oral Health Technologies

Technology is playing an increasingly significant role in the sensitive toothpaste market. Some manufacturers are integrating oral health technologies into their products to enhance effectiveness and user experience. One notable example is the inclusion of

smart sensors in toothpaste tubes or caps. These sensors can track the amount of toothpaste used and provide real-time feedback on brushing techniques through a connected mobile app. This helps consumers optimize their oral care routines and ensures they use sensitive toothpaste efficiently. Additionally, some sensitive toothpaste formulations are being developed in collaboration with dental professionals, incorporating insights from dental research and clinical studies to create products that offer targeted relief and protection. The integration of technology into sensitive toothpaste products not only sets them apart but also positions them as advanced solutions for modern consumers.

In conclusion, the sensitive toothpaste market is witnessing several exciting trends, including the growing demand for natural and organic formulations, innovative packaging and dispensing mechanisms, customized solutions, expansion into specialty segments, and the integration of oral health technologies. These trends reflect the evolving preferences and needs of consumers, as well as the ongoing commitment of manufacturers to provide effective, convenient, and environmentally friendly products. As the dental care industry continues to evolve, it is likely that these trends will continue to shape the sensitive toothpaste market in the coming years, offering new opportunities for both established players and emerging brands.

## Segmental Insights

## Application Insights

The global sensitive toothpaste market has recently witnessed a significant surge in the demand for whitening-sensitive toothpaste. This trend can be attributed to the growing consumer desire for not only relief from tooth sensitivity but also the desire for a brighter and more aesthetically pleasing smile. Consumers are increasingly seeking sensitive toothpaste products that not only alleviate discomfort but also offer teeth whitening benefits, effectively addressing both functional and cosmetic dental concerns.

Whitening-sensitive toothpaste typically contains a combination of ingredients that help reduce tooth sensitivity while gently removing surface stains, resulting in a whiter smile over time. This dual-action approach has resonated with consumers who want to maintain their dental health and improve the appearance of their teeth simultaneously. As the demand for teeth whitening continues to rise, manufacturers are responding by developing innovative whitening-sensitive toothpaste formulations, often incorporating advanced technologies and ingredients such as hydrogen peroxide, baking soda, and silica to deliver noticeable whitening results without compromising on sensitivity relief.

This trend is expected to persist as consumers seek convenient and comprehensive solutions to address their oral care needs while maintaining a radiant smile.

### Sales Channel Insights

The global sensitive toothpaste market has witnessed a significant uptick in demand through online sales channels in recent years. This surge in online sales can be attributed to shifting consumer preferences, convenience, and the widespread availability of e-commerce platforms. Consumers are increasingly turning to online channels to purchase sensitive toothpaste products, a trend that has been further accelerated by the COVID-19 pandemic, which emphasized the importance of convenient and contactless shopping.

Online sales channels offer several advantages to consumers seeking sensitive toothpaste products. Firstly, they provide a wide range of options, allowing customers to browse and compare different brands, formulations, and prices from the comfort of their homes. This extensive selection empowers consumers to make well-informed choices based on their specific dental needs. Additionally, online platforms often feature customer reviews and ratings, providing valuable insights into the effectiveness and quality of sensitive toothpaste products. Moreover, the convenience of doorstep delivery and the ability to set up recurring subscriptions for essential oral care items have contributed to the growing popularity of online channels. As a result, manufacturers and retailers have increased their online presence, optimized their websites and partnered with e-commerce platforms to meet the rising demand for sensitive toothpaste products online. This trend is expected to continue as digital shopping experiences become increasingly integrated into consumers' daily routines.

### Regional Insights

The Asia Pacific region has emerged as a significant driver of the global sensitive toothpaste market, experiencing a notable increase in demand in recent years. This surge in demand can be attributed to various factors, including rising awareness of dental health, changing dietary habits, and a growing middle-class population with greater purchasing power.

One key driver of the increased demand in the Asia Pacific region is the growing awareness of dental health and hygiene. As access to information and education about oral care improves, consumers in countries like India, China, and Japan are becoming more conscious of the importance of maintaining good dental health. This heightened



awareness includes the recognition of tooth sensitivity as a common dental issue, leading to a greater demand for specialized sensitive toothpaste products.

Additionally, changing dietary habits in the Asia Pacific region have contributed to the rise in tooth sensitivity. As diets shift towards more acidic and sugary foods, tooth enamel erosion becomes more prevalent, increasing the likelihood of tooth sensitivity. This has led consumers in the region to seek effective solutions for their dental discomfort, further fueling the demand for sensitive toothpaste. With the Asia Pacific region's large and diverse population, it represents a substantial growth opportunity for manufacturers in the global sensitive toothpaste market, and this trend is expected to continue as dental health awareness continues to grow.

### Recent Developments

Sensodyne Nourish range, was launched in March 2022 in the UK. The new toothpastes contain bio-active minerals that help to nourish and strengthen teeth.

GSK Consumer Healthcare launched of its Sensodyne Sediment & Gum portfolio in India in 2021. This portfolio provides a dependable solution for individuals to manage their Oral Health and furthers the company's mission of providing products that enhance performance and improve wellbeing.

### Key Market Players

Colgate-Palmolive Company

GlaxoSmithKline Plc

Church and Dwight Co., Inc.

Procter and Gamble

Unilever

Tom's of Maine

Coswell SPA

Amway Corp

Johnson & Johnson Services, Inc

Dabur

Report Scope:

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

Sensitive Toothpaste Market, By Application:

Whitening

Rapid Relief

Others

Sensitive Toothpaste Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Sensitive Toothpaste Market, By Region:

Asia-Pacific

China

Japan

India

Vietnam

South Korea

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Sensitive Toothpaste Market.

## Available Customizations:

Global Sensitive Toothpaste Market report with the given market data, Tech Sci 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. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### 4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Sources of Information

### 5. GLOBAL SENSITIVE TOOTHPASTE MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Application Market Share Analysis (Whitening, Rapid Relief, Others)
  - 5.2.2. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets,

Convenience Stores, Online, Others)

5.2.3. By Regional Market Share Analysis

5.2.3.1. Asia-Pacific Market Share Analysis

5.2.3.2. North America Market Share Analysis

5.2.3.3. Europe Market Share Analysis

5.2.3.4. Middle East & Africa Market Share Analysis

5.2.3.5. South America Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Sensitive Toothpaste Market Mapping & Opportunity Assessment

5.3.1. By Application Market Mapping & Opportunity Assessment

5.3.2. By Sales Channel Market Mapping & Opportunity Assessment

5.3.3. By Regional Market Mapping & Opportunity Assessment

## **6. ASIA-PACIFIC SENSITIVE TOOTHPASTE MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

6.2.3. By Country Market Share Analysis

6.2.3.1. China Sensitive Toothpaste Market Outlook

6.2.3.1.1. Market Size & Forecast

6.2.3.1.1.1. By Value

6.2.3.1.2. Market Share & Forecast

6.2.3.1.2.1. By Application Market Share Analysis

6.2.3.1.2.2. By Sales Channel Market Share Analysis

6.2.3.2. Japan Sensitive Toothpaste Market Outlook

6.2.3.2.1. Market Size & Forecast

6.2.3.2.1.1. By Value

6.2.3.2.2. Market Share & Forecast

6.2.3.2.2.1. By Application Market Share Analysis

6.2.3.2.2.2. By Sales Channel Market Share Analysis

6.2.3.3. India Sensitive Toothpaste Market Outlook

6.2.3.3.1. Market Size & Forecast

6.2.3.3.1.1. By Value

6.2.3.3.2. Market Share & Forecast

6.2.3.3.2.1. By Application Market Share Analysis

6.2.3.3.2.2. By Sales Channel Market Share Analysis

- 6.2.3.4. Vietnam Sensitive Toothpaste Market Outlook
  - 6.2.3.4.1. Market Size & Forecast
    - 6.2.3.4.1.1. By Value
  - 6.2.3.4.2. Market Share & Forecast
    - 6.2.3.4.2.1. By Application Market Share Analysis
    - 6.2.3.4.2.2. By Sales Channel Market Share Analysis
- 6.2.3.5. South Korea Sensitive Toothpaste Market Outlook
  - 6.2.3.5.1. Market Size & Forecast
    - 6.2.3.5.1.1. By Value
  - 6.2.3.5.2. Market Share & Forecast
    - 6.2.3.5.2.1. By Application Market Share Analysis
    - 6.2.3.5.2.2. By Sales Channel Market Share Analysis

## **7. NORTH AMERICA SENSITIVE TOOTHPASTE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Application Market Share Analysis
  - 7.2.2. By Sales Channel Market Share Analysis
  - 7.2.3. By Country Market Share Analysis
    - 7.2.3.1. United States Sensitive Toothpaste Market Outlook
      - 7.2.3.1.1. Market Size & Forecast
        - 7.2.3.1.1.1. By Value
      - 7.2.3.1.2. Market Share & Forecast
        - 7.2.3.1.2.1. By Application Market Share Analysis
        - 7.2.3.1.2.2. By Sales Channel Market Share Analysis
    - 7.2.3.2. Canada Sensitive Toothpaste Market Outlook
      - 7.2.3.2.1. Market Size & Forecast
        - 7.2.3.2.1.1. By Value
      - 7.2.3.2.2. Market Share & Forecast
        - 7.2.3.2.2.1. By Application Market Share Analysis
        - 7.2.3.2.2.2. By Sales Channel Market Share Analysis
    - 7.2.3.3. Mexico Sensitive Toothpaste Market Outlook
      - 7.2.3.3.1. Market Size & Forecast
        - 7.2.3.3.1.1. By Value
      - 7.2.3.3.2. Market Share & Forecast
        - 7.2.3.3.2.1. By Application Market Share Analysis
        - 7.2.3.3.2.2. By Sales Channel Market Share Analysis

## 8. EUROPE SENSITIVE TOOTHPASTE MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Application Market Share Analysis

#### 8.2.2. By Sales Channel Market Share Analysis

#### 8.2.3. By Sales Channel Market Share Analysis

#### 8.2.4. By Country Market Share Analysis

##### 8.2.4.1. France Sensitive Toothpaste Market Outlook

###### 8.2.4.1.1. Market Size & Forecast

###### 8.2.4.1.1.1. By Value

###### 8.2.4.1.2. Market Share & Forecast

###### 8.2.4.1.2.1. By Application Market Share Analysis

###### 8.2.4.1.2.2. By Sales Channel Market Share Analysis

##### 8.2.4.2. Germany Sensitive Toothpaste Market Outlook

###### 8.2.4.2.1. Market Size & Forecast

###### 8.2.4.2.1.1. By Value

###### 8.2.4.2.2. Market Share & Forecast

###### 8.2.4.2.2.1. By Application Market Share Analysis

###### 8.2.4.2.2.2. By Sales Channel Market Share Analysis

##### 8.2.4.3. Spain Sensitive Toothpaste Market Outlook

###### 8.2.4.3.1. Market Size & Forecast

###### 8.2.4.3.1.1. By Value

###### 8.2.4.3.2. Market Share & Forecast

###### 8.2.4.3.2.1. By Application Market Share Analysis

###### 8.2.4.3.2.2. By Sales Channel Market Share Analysis

##### 8.2.4.4. Italy Sensitive Toothpaste Market Outlook

###### 8.2.4.4.1. Market Size & Forecast

###### 8.2.4.4.1.1. By Value

###### 8.2.4.4.2. Market Share & Forecast

###### 8.2.4.4.2.1. By Application Market Share Analysis

###### 8.2.4.4.2.2. By Sales Channel Market Share Analysis

##### 8.2.4.5. United Kingdom Sensitive Toothpaste Market Outlook

###### 8.2.4.5.1. Market Size & Forecast

###### 8.2.4.5.1.1. By Value

###### 8.2.4.5.2. Market Share & Forecast

###### 8.2.4.5.2.1. By Application Market Share Analysis



#### 8.2.4.5.2.2. By Sales Channel Market Share Analysis

## 9. MIDDLE EAST & AFRICA SENSITIVE TOOTHPASTE MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Application Market Share Analysis

#### 9.2.2. By Sales Channel Market Share Analysis

#### 9.2.3. By Country Market Share Analysis

##### 9.2.3.1. South Africa Sensitive Toothpaste Market Outlook

###### 9.2.3.1.1. Market Size & Forecast

###### 9.2.3.1.1.1. By Value

###### 9.2.3.1.2. Market Share & Forecast

###### 9.2.3.1.2.1. By Application Market Share Analysis

###### 9.2.3.1.2.2. By Sales Channel Market Share Analysis

##### 9.2.3.2. Saudi Arabia Sensitive Toothpaste Market Outlook

###### 9.2.3.2.1. Market Size & Forecast

###### 9.2.3.2.1.1. By Value

###### 9.2.3.2.2. Market Share & Forecast

###### 9.2.3.2.2.1. By Application Market Share Analysis

###### 9.2.3.2.2.2. By Sales Channel Market Share Analysis

##### 9.2.3.3. UAE Sensitive Toothpaste Market Outlook

###### 9.2.3.3.1. Market Size & Forecast

###### 9.2.3.3.1.1. By Value

###### 9.2.3.3.2. Market Share & Forecast

###### 9.2.3.3.2.1. By Application Market Share Analysis

###### 9.2.3.3.2.2. By Sales Channel Market Share Analysis

##### 9.2.3.4. Turkey Sensitive Toothpaste Market Outlook

###### 9.2.3.4.1. Market Size & Forecast

###### 9.2.3.4.1.1. By Value

###### 9.2.3.4.2. Market Share & Forecast

###### 9.2.3.4.2.1. By Application Market Share Analysis

###### 9.2.3.4.2.2. By Sales Channel Market Share Analysis

##### 9.2.3.5. Kuwait Sensitive Toothpaste Market Outlook

###### 9.2.3.5.1. Market Size & Forecast

###### 9.2.3.5.1.1. By Value

###### 9.2.3.5.2. Market Share & Forecast

###### 9.2.3.5.2.1. By Application Market Share Analysis

- 9.2.3.5.2.2. By Sales Channel Market Share Analysis
- 9.2.3.6. Egypt Sensitive Toothpaste Market Outlook
  - 9.2.3.6.1. Market Size & Forecast
    - 9.2.3.6.1.1. By Value
  - 9.2.3.6.2. Market Share & Forecast
    - 9.2.3.6.2.1. By Application Market Share Analysis
    - 9.2.3.6.2.2. By Sales Channel Market Share Analysis

## **10. SOUTH AMERICA SENSITIVE TOOTHPASTE MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Application Market Share Analysis
  - 10.2.2. By Sales Channel Market Share Analysis
  - 10.2.3. By Country Market Share Analysis
    - 10.2.3.1. Brazil Sensitive Toothpaste Market Outlook
      - 10.2.3.1.1. Market Size & Forecast
        - 10.2.3.1.1.1. By Value
      - 10.2.3.1.2. Market Share & Forecast
        - 10.2.3.1.2.1. By Application Market Share Analysis
        - 10.2.3.1.2.2. By Sales Channel Market Share Analysis
    - 10.2.3.2. Argentina Sensitive Toothpaste Market Outlook
      - 10.2.3.2.1. Market Size & Forecast
        - 10.2.3.2.1.1. By Value
      - 10.2.3.2.2. Market Share & Forecast
        - 10.2.3.2.2.1. By Application Market Share Analysis
        - 10.2.3.2.2.2. By Sales Channel Market Share Analysis
    - 10.2.3.3. Colombia Sensitive Toothpaste Market Outlook
      - 10.2.3.3.1. Market Size & Forecast
        - 10.2.3.3.1.1. By Value
      - 10.2.3.3.2. Market Share & Forecast
        - 10.2.3.3.2.1. By Application Market Share Analysis
        - 10.2.3.3.2.2. By Sales Channel Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL SENSITIVE TOOTHPASTE MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Colgate-Palmolive Company
    - 14.1.1.1. Company Details
    - 14.1.1.2. Products
    - 14.1.1.3. Financials (As Per Availability)
    - 14.1.1.4. Key Market Focus & Geographical Presence
    - 14.1.1.5. Recent Developments
    - 14.1.1.6. Key Management Personnel
  - 14.1.2. GlaxoSmithKline Plc
    - 14.1.2.1. Company Details
    - 14.1.2.2. Products
    - 14.1.2.3. Financials (As Per Availability)
    - 14.1.2.4. Key Market Focus & Geographical Presence
    - 14.1.2.5. Recent Developments
    - 14.1.2.6. Key Management Personnel
  - 14.1.3. Church and Dwight Co., Inc.
    - 14.1.3.1. Company Details
    - 14.1.3.2. Products
    - 14.1.3.3. Financials (As Per Availability)
    - 14.1.3.4. Key Market Focus & Geographical Presence
    - 14.1.3.5. Recent Developments
    - 14.1.3.6. Key Management Personnel
  - 14.1.4. Procter and Gamble
    - 14.1.4.1. Company Details
    - 14.1.4.2. Products
    - 14.1.4.3. Financials (As Per Availability)
    - 14.1.4.4. Key Market Focus & Geographical Presence

- 14.1.4.5. Recent Developments
- 14.1.4.6. Key Management Personnel
- 14.1.5. Unilever
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. Tom's of Maine
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Coswell SPA
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Amway Corp
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Johnson & Johnson Services, Inc
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Dabur
  - 14.1.10.1. Company Details

- 14.1.10.2. Products
- 14.1.10.3. Financials (As Per Availability)
- 14.1.10.4. Key Market Focus & Geographical Presence
- 14.1.10.5. Recent Developments
- 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Application
- 15.3. Target Sales Channel

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