

Toothpaste Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Conventional Toothpaste, Herbal Toothpaste, and Whitening & Sensitive Toothpaste), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/T1F6E2AA1183EN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: T1F6E2AA1183EN

Abstracts

The Global Toothpaste Market will grow from USD 21.33 Billion in 2025 to USD 28.98 Billion by 2031 at a 5.24% CAGR. Toothpaste is defined as a semi-solid dentifrice, typically available in paste or gel form, used in conjunction with a toothbrush to remove dental plaque, clean teeth, and deliver active ingredients for oral health.

Key Market Drivers

Rising prevalence of dental caries and periodontal diseases serves as a primary catalyst for the Global Toothpaste Market, necessitating consistent consumer engagement with preventive oral care products. This escalation in oral health issues is increasingly linked to urbanization and shifting dietary habits, particularly the high consumption of sugar-rich foods, which mandates the daily use of fluoride-based and anti-plaque formulations. The sheer scale of this public health burden ensures a steady baseline of demand for standard dentifrices, as treating these conditions remains a priority for health organizations and individuals alike

Key Market Challenges

The environmental complexity associated with traditional packaging constitutes a

formidable barrier to the Global Toothpaste Market. Specifically, the industry faces acute operational friction in transitioning from multi-laminate plastic tubes—which are historically difficult to recycle—to mono-material alternatives that satisfy stringent environmental regulations. This shift requires substantial capital investment in R&D to ensure new materials maintain product stability, effectively diverting resources away from market expansion strategies and new product development. The necessity of this transition is amplified by the sheer volume of units in circulation, which creates immediate waste management bottlenecks.

Key Market Trends

The Global Toothpaste Market is undergoing a significant transformation driven by premiumization through the 'skinification' of toothpaste ingredients, where consumers increasingly view oral care as an extension of their high-end beauty regimens. This trend involves the infusion of active ingredients traditionally found in skincare, such as hyaluronic acid, vitamin C, and niacinamide, into dentifrice formulations to offer aesthetic benefits like anti-aging for gums and advanced whitening. Manufacturers are capitalizing on this demand by launching sophisticated, high-value products that command premium price points and drive category value beyond standard hygiene functions.

Key Market Players

Arms & Hammer

Unilever

Amway

Patanjali Ayurved Ltd

Henkel Ag & Co

Glaxosmithkline Plc

Colgate Palmolive Company

Procter & Gamble

Johnson & Johnson

Dabur International Ltd

Report Scope:

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

Toothpaste Market, By Product Type:

Conventional Toothpaste

Herbal Toothpaste

Whitening & Sensitive Toothpaste

Toothpaste Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Toothpaste Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

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

Available Customizations:

Global 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. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

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. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL TOOTHPASTE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Conventional Toothpaste, Herbal Toothpaste, Whitening & Sensitive Toothpaste)
 - 5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

- 5.2.3. By Region
- 5.2.4. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA TOOTHPASTE MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type
 - 6.2.2. By Sales Channel
 - 6.2.3. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Toothpaste Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Product Type
 - 6.3.1.2.2. By Sales Channel
 - 6.3.2. Canada Toothpaste Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Product Type
 - 6.3.2.2.2. By Sales Channel
 - 6.3.3. Mexico Toothpaste Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Product Type
 - 6.3.3.2.2. By Sales Channel

7. EUROPE TOOTHPASTE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Sales Channel

7.2.3. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Toothpaste Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Sales Channel

7.3.2. France Toothpaste Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Sales Channel

7.3.3. United Kingdom Toothpaste Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Sales Channel

7.3.4. Italy Toothpaste Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Sales Channel

7.3.5. Spain Toothpaste Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Product Type

7.3.5.2.2. By Sales Channel

8. ASIA PACIFIC TOOTHPASTE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

- 8.2.2. By Sales Channel
- 8.2.3. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Toothpaste Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Sales Channel
 - 8.3.2. India Toothpaste Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Sales Channel
 - 8.3.3. Japan Toothpaste Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Sales Channel
 - 8.3.4. South Korea Toothpaste Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Sales Channel
 - 8.3.5. Australia Toothpaste Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Sales Channel

9. MIDDLE EAST & AFRICA TOOTHPASTE MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast

- 9.2.1. By Product Type
- 9.2.2. By Sales Channel
- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Toothpaste Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Sales Channel
 - 9.3.2. UAE Toothpaste Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Sales Channel
 - 9.3.3. South Africa Toothpaste Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Sales Channel

10. SOUTH AMERICA TOOTHPASTE MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Sales Channel
 - 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Toothpaste Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Sales Channel
 - 10.3.2. Colombia Toothpaste Market Outlook

- 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Sales Channel
- 10.3.3. Argentina Toothpaste Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL TOOTHPASTE MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Arms & Hammer
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments

- 15.1.4. Key Personnel
- 15.1.5. SWOT Analysis
- 15.2. Unilever
- 15.3. Amway
- 15.4. Patanjali Ayurved Ltd
- 15.5. Henkel Ag & Co
- 15.6. Glaxosmithkline Plc
- 15.7. Colgate Palmolive Company
- 15.8. Procter & Gamble
- 15.9. Johnson & Johnson
- 15.10. Dabur International Ltd

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Toothpaste Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Conventional Toothpaste, Herbal Toothpaste, and Whitening & Sensitive Toothpaste), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/T1F6E2AA1183EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T1F6E2AA1183EN.html>