

# **UAE Oral Care Market By Type (Toothpaste {Paste, Gels, Powders, Polishes}, Toothbrush {Manual, Electric, Battery Powered}, Mouthwashes/Rinses {Non-Medicated v/s Medicated}, Dental Accessories {Dental Flosses, Breath Fresheners, Dental Water Jets, Tongue Scrapers, Others}, Denture Products {Cleaners v/s Fixatives}, Others), By Distribution Channel (Consumer Stores, Retail Pharmacies, Online Distribution, Dental Dispensaries), By End User (Dental Hospitals & Clinics v/s Homecare), By Region, Competition Forecast & Opportunities, 2027**

<https://marketpublishers.com/r/UDD60FF9B970EN.html>

Date: February 2023

Pages: 75

Price: US\$ 4,400.00 (Single User License)

ID: UDD60FF9B970EN

## **Abstracts**

UAE oral care market is anticipated to register growth with an impressive CAGR in the forecast period, 2023-2027, on the account of a surge in the demand for oral care products. Higher sales of oral care products like toothpaste, toothbrush, mouthwashes, dental floss, etc. further drive the growth of the UAE oral care market in the upcoming five years. Moreover, rising concerns regarding oral healthcare and the decaying tooth along with rising instances of dental diseases are also supporting the growth of the UAE oral care market in the next five years.

### **Growing Dental Disorders Drive Market Growth**

Increasing instances of oral health disorders are driving the growth of the UAE oral care market in the upcoming five years. Dental health is a major concern among the young and children population of the country. Issues like childhood dental caries and tooth

decay due to excessive sugar-food consumption are also major reasons behind increasing dental disorders in the children population. Moreover, oral problems are a major concern among children suffering from genetic disorders like down syndrome, cerebral palsy, thalassemia, autism, etc., and require more strict oral health regulations to maintain healthy dental status.

These factors are majorly increasing the demand for dental products. Also, the parents are inclined toward regular dentist visits and maintaining healthy dental practices, thereby aiding the growth of the UAE oral care market in the next five years. Dental problems are also a concern among the geriatric population. With increasing age and lower immunity strength, dental problems like weak gums, tooth loss, bleeding gums, and tooth decay have higher chances. Also, diabetes being one of the major factors degrading the health of the population is responsible for denture problems and adds up to the growing market value.

### Expanding Healthcare Services & Industrial Growth Promises Market Growth

Recent years have seen excessive demands for dental implants. Due to diseases, or tooth decay, the demand for implants is increasing. Also, the population with disposable income is actively inclined toward braces and implanting artificial teeth. These factors aid the growth of the UAE oral care market. 28% of dental treatments were for implants in the country in 2018. Whereas 20% of treatments were through general practitioners. Growth in general treatments can be attributed to the growing concerns among the population toward dental health and the growing number of regular visits to dentists.

Other major factors responsible for the growing market can be rising investments in dental care services & products. A surge in research and product development may be slow but it is growing at a steady pace. The government is aiding the local manufacturers and supporting the collaborations between the local manufacturers and the global players thereby supporting market growth. Also, growing healthcare infrastructure like dental clinics, and dental hospitals, an increasing number of dentists in the country, and a surge in the advanced therapeutics for oral care substantiate the growth of the UAE oral care market in the future five years.

### Market Segmentation

The UAE oral care market is segmented by type, distribution channel, end-user, competition landscape, and regional distribution. Based on type, the market is further segmented into toothpaste, toothbrush, mouthwashes/rinses, dental accessories,

denture products, and others. Toothpaste types include paste, gels, powders, and polishes. Toothbrush types include manual, electric, and battery-powered. Mouthwashes are of two types, non-medicated and medicated. Dental accessories include dental flosses, breath fresheners, dental water jets, tongue scrapers, and others. Denture products are of two types, cleaners and fixatives. By distribution channel, the market is fragmented into consumer stores, retail pharmacies, online distribution, and dental dispensaries. Based on end users, the market is differentiated between dental hospitals & clinics and homecare. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among Abu Dhabi, Dubai, Sharjah, rest of UAE.

### Company Profile

3M Medical UAE, P&G UAE, GSK UAE, Colgate Palmolive UAE, Philips UAE, Ansar Harford FZC, and Biofresh Healthcare Products, among others is a partial list of major market players of the companies responsible for the growth of UAE oral care market.

### Report Scope:

In this report, UAE oral care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### UAE Oral Care Market, By Type:

##### Toothpaste

Paste

Gels

Powders

Polishes

##### Toothbrush

Manual

Electric

Battery Powered

Mouthwashes/Rinses

Non-Medicated

Medicated

Dental Accessories

Dental Flosses

Breath Fresheners

Dental Water Jets

Tongue Scrapers

Others

Denture Products

{Cleaners v/s Fixatives},

Others

UAE Oral Care Market, By Distribution Channel:

Consumer Stores

Retail Pharmacies

Online Distribution

Dental Dispensaries

UAE Oral Care Market, By End User:

Dental Hospitals & Clinics

Homecare

UAE Oral care Market, By Region:

Abu Dhabi

Dubai

Sharjah

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in UAE 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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