

# **Oral Care Market Size, Trends, Analysis, and Outlook By Product (Toothpastes, Toothbrushes & Accessories, Mouthwashes/ Rinses, Dental Accessories/ Ancillaries, Dental Products, Dental Prosthesis Cleaning Solutions), By Distribution Channel ( Consumer Stores, Retail Pharmacies, Online Distribution, Dental Prosthesis Cleaning Solutions), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Oral Care market size is poised to register 6.37% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Oral Care market across By Product (Toothpastes, Toothbrushes & Accessories, Mouthwashes/ Rinses, Dental Accessories/ Ancillaries, Dental Products, Dental Prosthesis Cleaning Solutions), By Distribution Channel ( Consumer Stores, Retail Pharmacies, Online Distribution, Dental Prosthesis Cleaning Solutions).

The Oral Care market is experiencing steady growth driven by increasing awareness of oral hygiene, growing prevalence of dental disorders, and advancements in oral care products and technologies. Oral care encompasses a range of products and services aimed at maintaining oral health, preventing dental diseases, and treating conditions such as cavities, gum disease, and halitosis. Factors such as the aging population, the rising incidence of dental caries and periodontal diseases, and the growing emphasis on preventive dental care are driving market expansion. Additionally, advancements in oral care formulations, such as fluoride toothpaste and antimicrobial mouthwashes, along

with the development of innovative oral hygiene devices and technologies, are fueling innovation in the market. Moreover, the increasing adoption of cosmetic dentistry procedures, the expansion of dental tourism destinations offering affordable dental treatments, and the rising demand for natural and organic oral care products are driving market growth. Furthermore, efforts to promote oral health education, improve access to dental care services, and address oral health disparities in underserved populations are expected to further accelerate market growth in the coming years.

## Oral Care Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Oral Care market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Oral Care survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Oral Care industry.

## Key market trends defining the global Oral Care demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Oral Care Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Oral Care industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Oral Care companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Oral Care industry

Leading Oral Care companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to

unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Oral Care companies.

### Oral Care Market Study- Strategic Analysis Review

The Oral Care market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Oral Care Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Oral Care industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Oral Care Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

**North America Oral Care Market Size Outlook-** Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Oral Care market segments. Similarly, Strong end-user demand is encouraging Canadian Oral Care companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Oral Care market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Oral Care Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European Oral Care industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Oral Care market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Oral Care Market Size Outlook- an attractive hub for opportunities for both local and global companies**

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Oral Care in Asia Pacific. In particular, China, India, and South East Asian Oral Care markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Oral Care Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Oral Care Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Oral Care market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Oral Care.

Oral Care Market Company Profiles

The global Oral Care market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Colgate-Palmolive Company, GSK plc, Johnson & Johnson Services Inc, Church & Dwight, Procter & Gamble, Unilever PLC, GC Corp, Lion Corp, Henkel AG & Co. KGaA, Sunstar Suisse S.A.

Recent Oral Care Market Developments

The global Oral Care market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Oral Care Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local

Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Product

Toothpastes

-Pastes

-Gels

-Powders

-Polishes

Toothbrushes & Accessories

-Manual Toothbrushes

-Electric Toothbrushes

-Battery-powered Toothbrushes

-Replacement Toothbrush Heads

Mouthwashes/ Rinses

-Non-medicated Mouthwashes

-Medicated Mouthwashes

Dental Accessories/ Ancillaries

-Dental Flosses

-Breath Fresheners

-Cosmetic Dental Whitening Products

-Dental Water Jets

Dental Products

Dental Prosthesis Cleaning Solutions

By Distribution Channel

Consumer Stores

Retail Pharmacies

Online Distribution

Dental Prosthesis Cleaning Solutions

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Colgate-Palmolive Company

GSK plc

Johnson & Johnson Services Inc

Church & Dwight

Procter & Gamble

Unilever PLC

GC Corp

Lion Corp

Henkel AG & Co. KGaA

Sunstar Suisse S.A.

Formats Available: Excel, PDF, and PPT



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