

# **Oral Care Products Market Size, Trends, Analysis, and Outlook By Dental Prosthetics (Dental Implants and Abutments, Titanium Implants, Zirconium Implants, Abutments, Dentures, Crown, Others), By Dental Biomaterial, Dental Bone Grafts, Tissue Regenerative Materials, Others), By Oral Imaging (Oral X-ray, Dental CBCT, Dental Optical Imaging, Others), By Dental Hygiene (Mouthwash/Dental Rinse, Dental Accessories, Dental Bleaching/Whitening Products, Toothbrush, Toothpaste, Others), By Lab Equipment (CAD/CAM, Others), By Orthodontics (Fixed Braces, Removable Braces), By Periodontics (Dental Anesthetics, Dental Hemostats, Dental Sutures), By Endodontics (Endodontics Files, Obturators, Permanent Endodontic Sealers), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Oral Care Products market size is poised to register 3.7% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Oral Care Products market across By Dental Prosthetics (Dental Implants and Abutments, Titanium Implants, Zirconium Implants, Abutments, Dentures, Crown, Others), By Dental Biomaterial, Dental Bone Grafts,

Tissue Regenerative Materials, Others), By Oral Imaging (Oral X-ray, Dental CBCT, Dental Optical Imaging, Others), By Dental Hygiene (Mouthwash/Dental Rinse, Dental Accessories, Dental Bleaching/Whitening Products, Toothbrush, Toothpaste, Others), By Lab Equipment (CAD/CAM, Others), By Orthodontics (Fixed Braces, Removable Braces), By Periodontics (Dental Anesthetics, Dental Hemostats, Dental Sutures), By Endodontics (Endodontics Files, Obturators, Permanent Endodontic Sealers)

The oral care products market is poised for substantial growth owing to its essential role in oral hygiene, dental health maintenance, and preventive dentistry, as well as the increasing awareness of oral diseases, periodontal conditions, and dental caries that require effective oral care regimens, fluoride toothpaste formulations, and antimicrobial mouthwashes to prevent plaque accumulation, gingivitis, and tooth decay in individuals of all ages. With advancements in oral care technologies, natural oral care ingredients, and personalized oral hygiene solutions, there is a rising opportunity for oral care product manufacturers to offer innovative products that cater to specific oral health needs, address consumer preferences, and promote oral health literacy while ensuring product safety, efficacy, and consumer satisfaction in oral care routines, dental practices, and community-based oral health programs. Further, the expanding market for specialty oral care products, whitening treatments, and oral care devices, as well as the growing emphasis on preventive dentistry, dental hygiene education, and holistic approaches to oral health, are driving market expansion further.

### Oral Care Products 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 Products market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Oral Care Products 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 Products industry.

### Key market trends defining the global Oral Care Products 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 Products Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Oral Care Products 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 Products 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 Products industry

Leading Oral Care Products 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 Products companies.

### Oral Care Products Market Study- Strategic Analysis Review

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

The Oral Care Products 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

## Oral Care Products Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

## North America Oral Care Products 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 healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Oral Care Products market segments. Similarly, Strong market demand is encouraging Canadian Oral Care Products companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Oral Care Products market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Oral Care Products 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 Products 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 vendors in identifying and leveraging new growth prospects positions the European Oral Care Products 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 Products 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 Products in Asia Pacific. In particular, China, India, and South East Asian Oral Care Products markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

**Latin America Oral Care Products 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 Products 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 Products market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Oral Care Products.

**Oral Care Products Market Company Profiles**

The global Oral Care Products 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 3M Company, BIOLASE Inc, Carestream Health Inc, Colgate-Palmolive Company, Dentsply Sirona Inc, Envista Holdings Corp, GC Corp, GlaxoSmithKline plc, Johnson & Johnson, Straumann Group, The Procter & Gamble Company, Unilever PLC.

## Recent Oral Care Products Market Developments

The global Oral Care Products 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 Products Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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:

*Oral Care Products Market Size, Trends, Analysis, and Outlook By Dental Prosthetics (Dental Implants and Abutm...*

By Dental Prosthetics

Dental Implants and Abutments

Titanium Implants

Zirconium Implants

Abutments

Dentures

Crown

Others

By Dental Biomaterial

Dental Bone Grafts

Tissue Regenerative Materials

Others

By Oral Imaging

Oral X-ray

Dental CBCT

Dental Optical Imaging

Others

By Dental Hygiene

Mouthwash/Dental Rinse

Dental Accessories

Dental Bleaching/Whitening Products

Toothbrush

Toothpaste

Others

By Lab Equipment

CAD/CAM

Others

By Orthodontics

Fixed Braces

Removable Braces

By Periodontics

Dental Anesthetics

Dental Hemostats

Dental Sutures

By Endodontics

Endodontics Files

Obturator

Permanent Endodontic Sealers

Geographical Segmentation:

*Oral Care Products Market Size, Trends, Analysis, and Outlook By Dental Prosthetics (Dental Implants and Abutm...*



North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

3M Company

BIOLASE Inc

Carestream Health Inc

Colgate-Palmolive Company

Dentsply Sirona Inc

Envista Holdings Corp

GC Corp

GlaxoSmithKline plc

Johnson & Johnson

Straumann Group

The Procter & Gamble Company

Unilever PLC

Formats Available: Excel, PDF, and PPT

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      - Zirconium Implants

Abutments  
Dentures  
Crown  
Others  
By Dental Biomaterial  
Dental Bone Grafts  
Tissue Regenerative Materials  
Others  
By Oral Imaging  
Oral X-ray  
Dental CBCT  
Dental Optical Imaging  
Others  
By Dental Hygiene  
Mouthwash/Dental Rinse  
Dental Accessories  
Dental Bleaching/Whitening Products  
Toothbrush  
Toothpaste  
Others  
By Lab Equipment  
CAD/CAM  
Others  
By Orthodontics  
Fixed Braces  
Removable Braces  
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BIOLASE Inc  
Carestream Health Inc  
Colgate-Palmolive Company  
Dentsply Sirona Inc  
Envista Holdings Corp  
GC Corp  
GlaxoSmithKline plc  
Johnson & Johnson  
Straumann Group  
The Procter & Gamble Company  
Unilever PLC.

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