

Global Toothpaste Market: Analysis
By Type (Whitening, Sensitive,
Herbal, and Others), By End User
(Kids and Adults), By Distribution
Channel (Hypermarkets, Retail
Stores, Pharmacies, and Online
Stores), By Region Size and Trends
with Impact of COVID-19 and
Forecast up to 2028

July 2023



Global Toothpaste Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Toothpaste Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Toothpaste Market: Analysis By Type (Whitening, Sensitive, Herbal, and Others), By End User (Kids and Adults), By Distribution Channel (Hypermarkets, Retail Stores, Pharmacies and Online Stores), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	Asia Pacific (China, Japan, India and Rest of the Asia Pacific), Europe (Germany, The UK, France,, Spain, and Rest of Europe), North America (the US, Canada, and Mexico), Latin America and Middle East and Africa.
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Moderately Fragmented
Key Players	Procter & Gamble Co., Hindustan Unilever Ltd. , Colgate-Palmolive, 3M Company, Haleon PLC, Avon Products, Inc, Lion Corporation, Dabur India Ltd., Sunstar Group, Beverly Glen Laboratories, Inc., Science Arts, Himalaya Wellness Company

Global Toothpaste Market: Coverage

Executive Summary

The toothpaste market is a significant segment of the oral care industry, however, still half the global population does not brush their teeth twice a day. It is specifically formulated for cleaning teeth and maintaining gum health. It contains components such as calcium carbonate or hydrated silica which helps to physically scrub away surface stains and plaque build up. The global toothpaste market was valued at US\$20.22 billion in 2022. The market value is expected to reach US\$25.55 billion by 2028, growing at a CAGR of 3.98% over the projected period of 2023-2028.

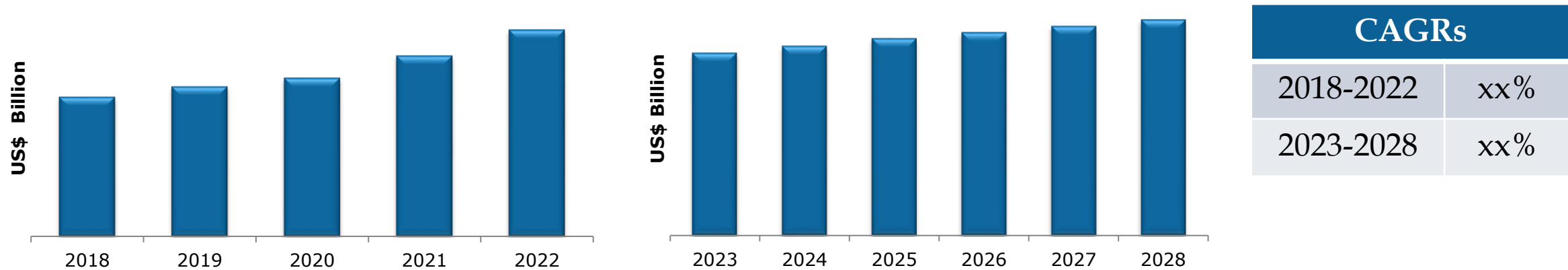
The global toothpaste market can be segmented based on the type (Whitening, Sensitive, Herbal, and Others), end user (Kids and Adults), and distribution channel (Hypermarkets, Retail Stores, Pharmacies, and Online Stores). In 2022, whitening toothpaste segment held the major share of the market. Whitening toothpaste are affordable and there is a presence of key players like P&G and Colgate Palmolive in the market. Based on the region, Asia Pacific dominated the market in 2022.

The outbreak of the novel COVID-19 pandemic had a strong positive impact on the growth of the oral care in 2020. The pandemic prompted a heightened focus on personal hygiene and health. There was a drastic shift in consumer preferences and purchasing pattern. Consumers had inclined their preferences towards basic toothpaste like mint instead of expensive ones. People placed orders for essential goods in bulk as there was a fear of unavailability of goods and hike in prices. As a result, online purchases were increased drastically. Post COVID-19, the market further grew and developed gradually. New flavours and variants of toothpaste are being continuously tested and successfully launched.

The global toothpaste market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2023-2028), the market would further augment at an escalating growth rate. The global toothpaste market growth is predicted to be supported by numerous growth drivers such as increase in urban population and disposable income, rise in demand for sensitive toothpaste, rise in oral health consciousness, growing establishment of dental clinics in emerging countries, rising number of oral diseases, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as counterfeit products, regulatory hurdles, etc. Moreover, the market growth would succeed in various market trends like celebrity endorsements, rising popularity of biodegradable tubes, launch of new exotic flavors, rising premiumization, toothpaste tablets, sugar-free toothpaste, etc.

Global Toothpaste Market: Global Analysis

Global Toothpaste Market by Value



Global toothpaste market was valued at US\$... billion in 2022 and is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, with a CAGR of xx%.

Toothpaste Market: Global Analysis

Global Toothpaste Market by Type; 2022



Type	Share
Whitening	xx%
Sensitive	xx%
Herbal	xx%
Others	xx%

Global Toothpaste Market by End User; 2022



End User	Share
Kids	xx%
Adults	xx%

Toothpaste Market: Global Analysis

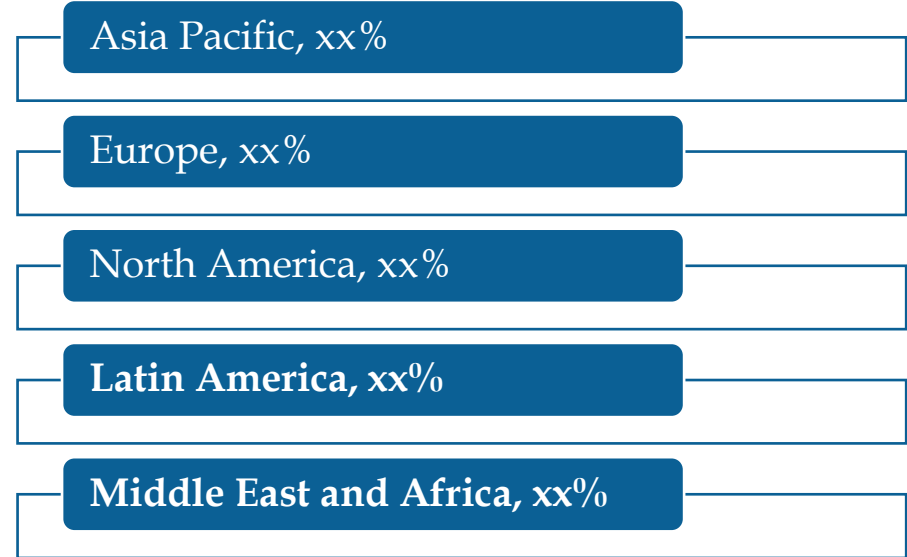
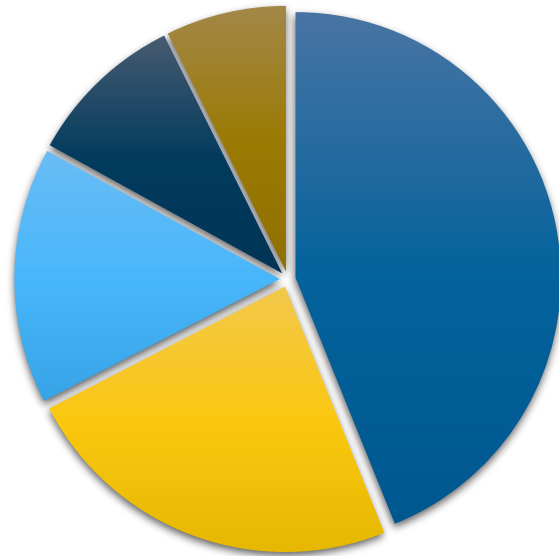
Global Toothpaste Market by Distribution Channel ; 2022



Type	Share
Hypermarkets	xx%
Retail Stores	xx%
Pharmacies	xx%
Online Stores	xx%

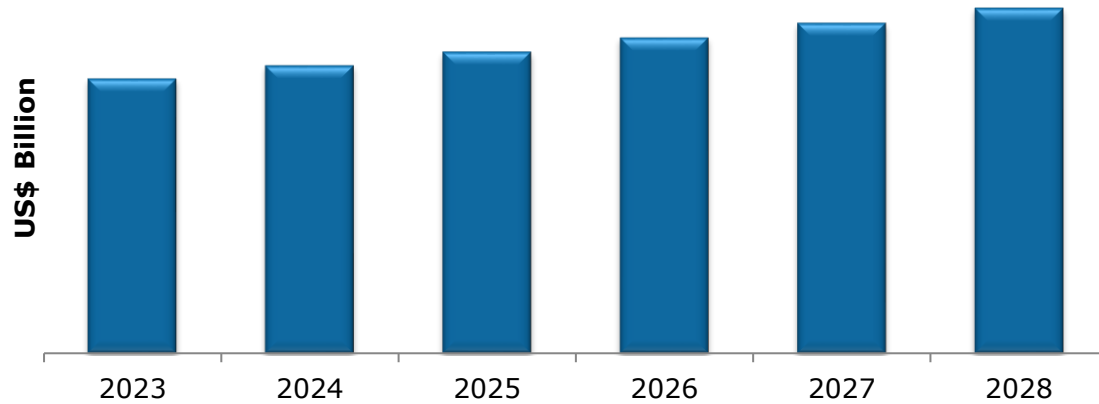
Toothpaste Market: Global Analysis

Global Toothpaste Market by Region; 2022

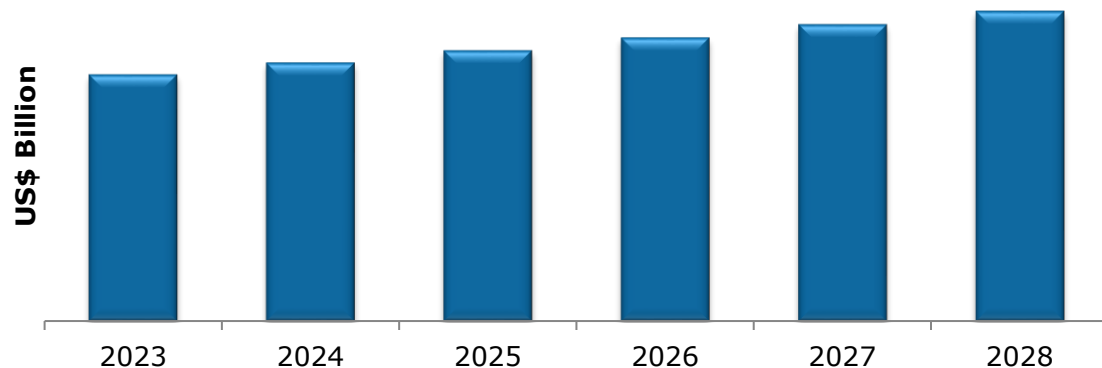


Global Toothpaste Market: Type Analysis

Global Whitening Toothpaste Market By Value



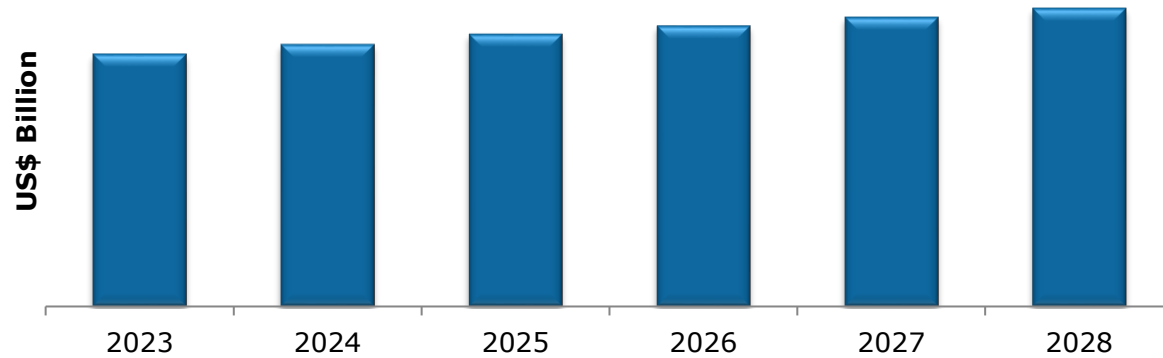
Global Sensitive Toothpaste Market By Value



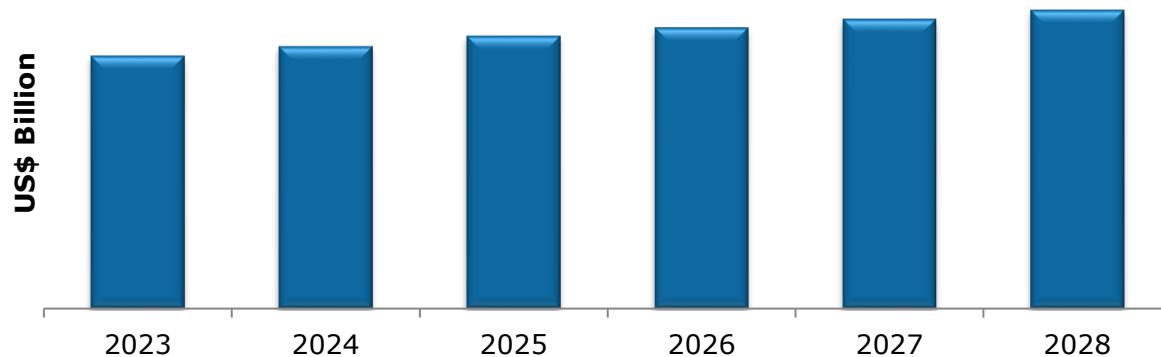
Type	CAGR (2023-2028)
Whitening	xx%
Sensitive	xx%
Herbal	xx%
Others	xx%

Global Toothpaste Market: End User Analysis

Global Kids Toothpaste Market By Value



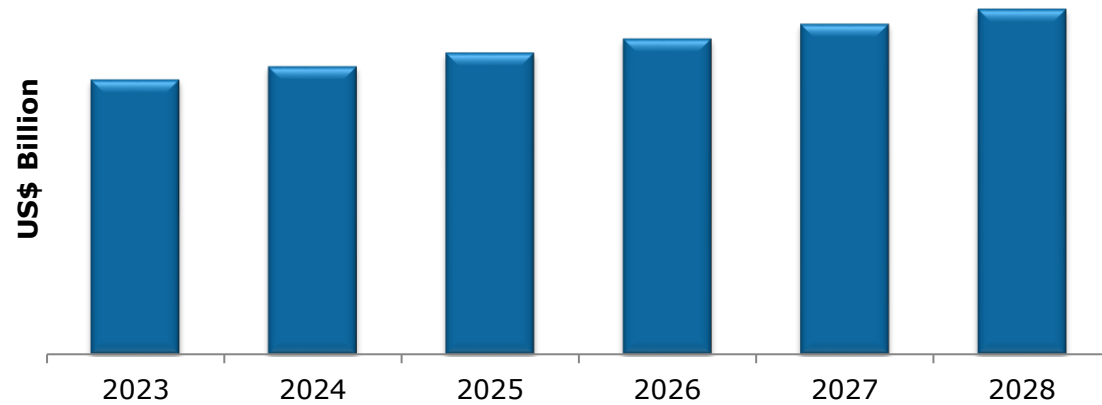
Global Adults Toothpaste Market By Value



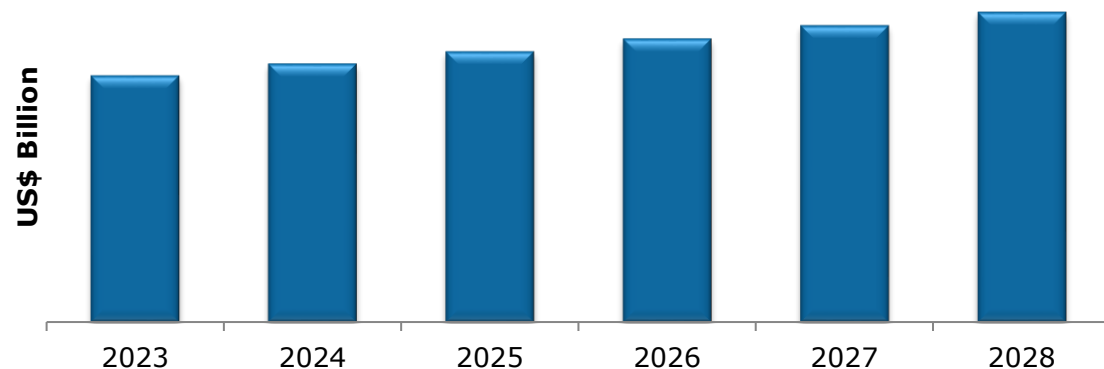
End User	CAGR (2023-2028)
Kids	xx%
Adults	xx%

Global Toothpaste Market: Distribution Channel Analysis

Global Hypermarket Toothpaste Market By Value



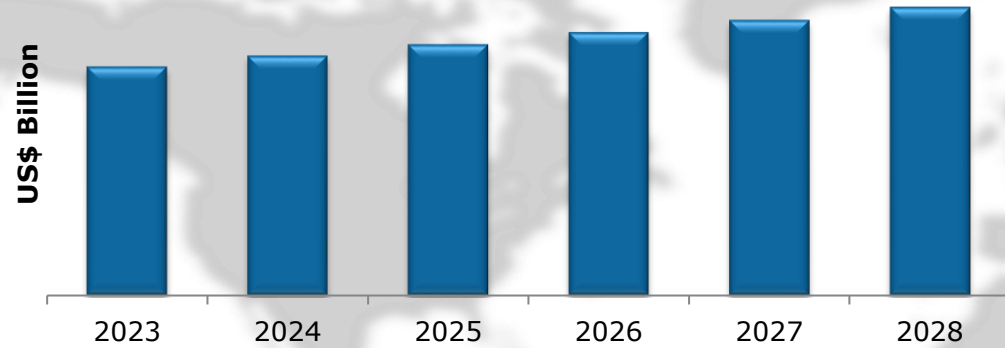
Global Retail Stores Toothpaste Market By Value



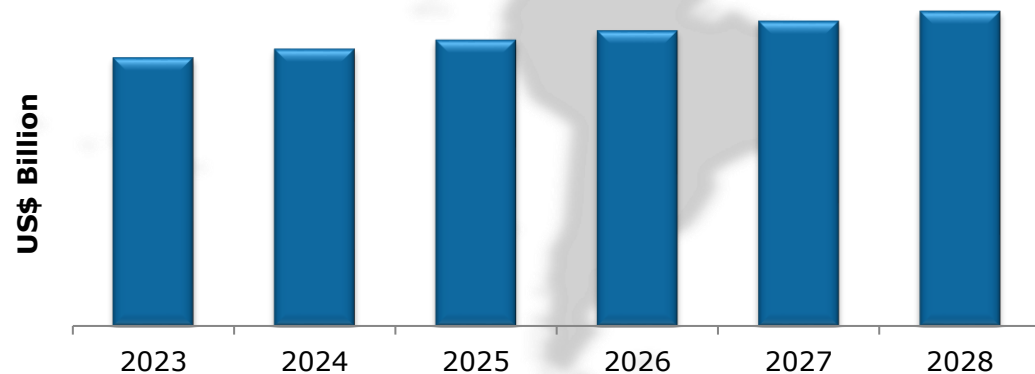
Distribution Channel	CAGR (2023-2028)
Hypermarket	xx%
Retail Stores	xx%
Pharmacies	xx%
Online Stores	xx%

Toothpaste Market: Regional Analysis

Asia Pacific Toothpaste Market by Value



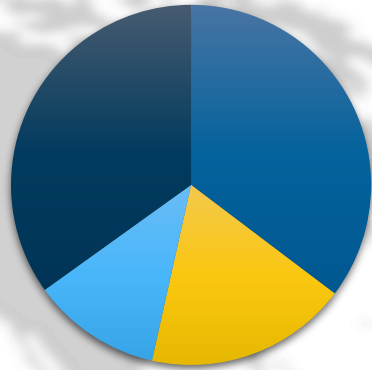
Europe Toothpaste Market by Value



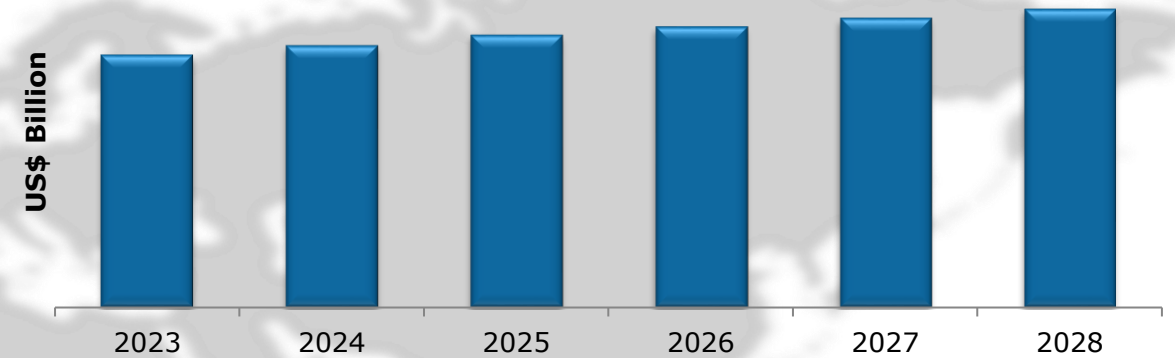
Region	CAGR
	2023-2028
Asia Pacific	xx%
Europe	xx%
North America	xx%
Latin America	xx%
Middle East and Africa	xx%

Asia Pacific Toothpaste Market: An Analysis

Asia Pacific Toothpaste Market by Region; 2022



China Toothpaste Market by Value; 2023-2028



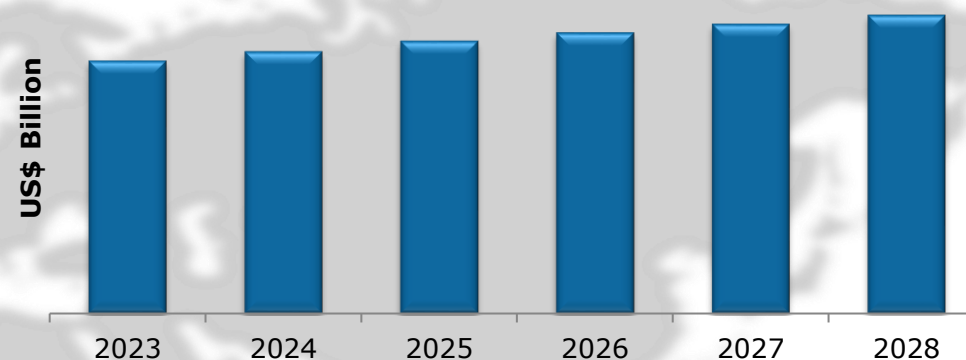
Region	Share (2022)	CAGR (2023-2028)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Europe Toothpaste Market: An Analysis

Europe Toothpaste Market by Region; 2022



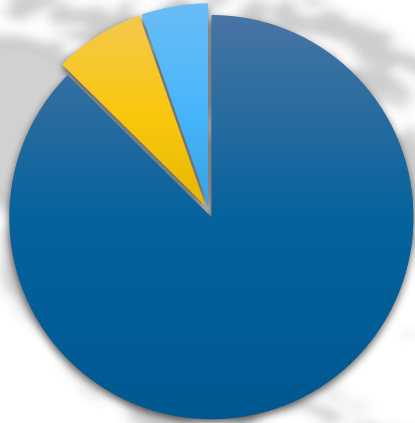
Germany Toothpaste Market By Value; 2023-2028



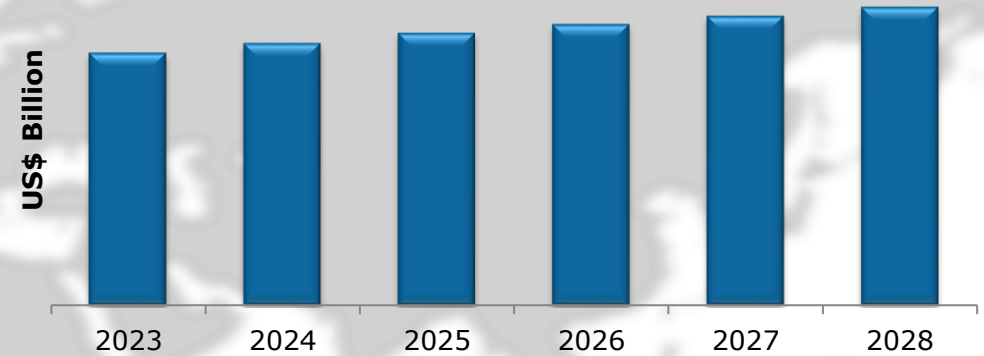
Region	Share (2022)	CAGR (2023-2028)
Germany	xx%	xx%
The UK	xx%	xx%
France	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

North America Toothpaste Market: An Analysis

North America Toothpaste Market by Region; 2022

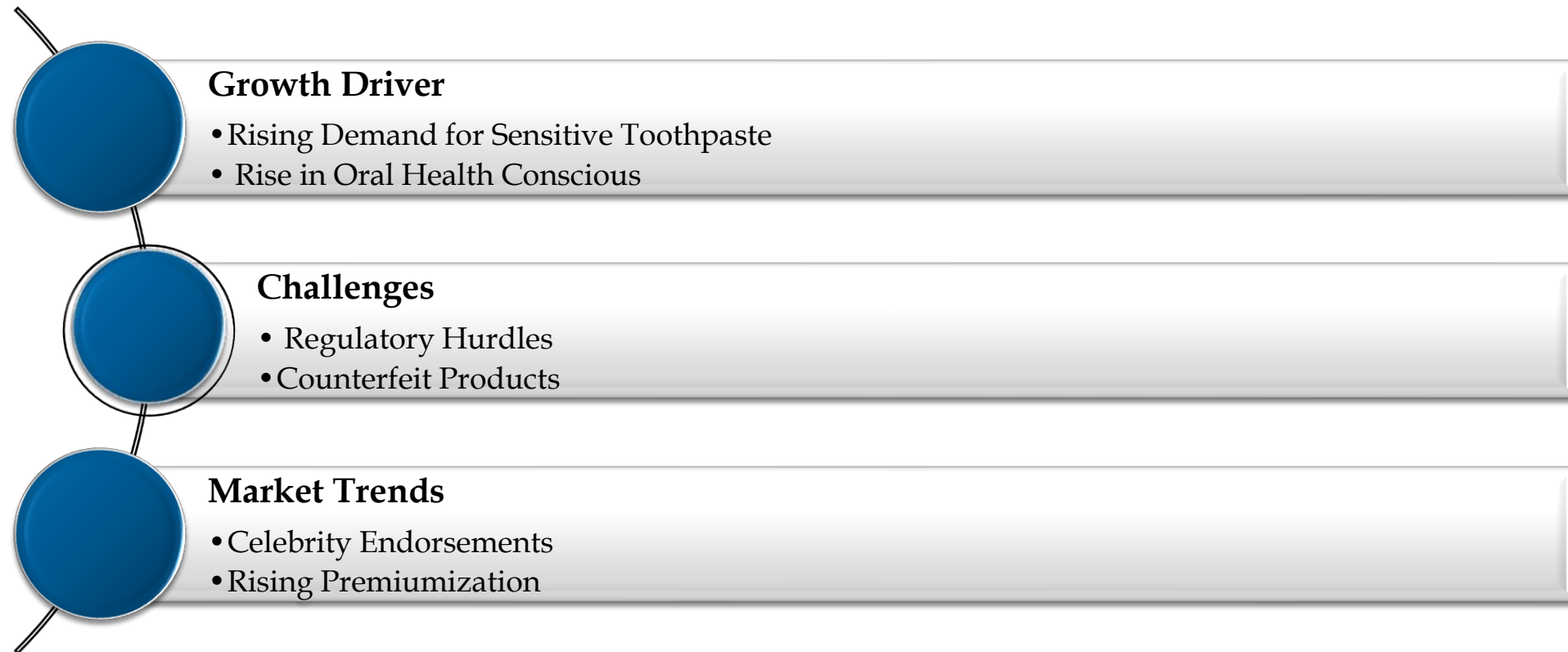


The US Toothpaste Market by Value; 2023-2028



Region	Share (2022)	CAGR (2023-2028)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Global Toothpaste Market: Dynamics



Global Toothpaste Market: Competitive Landscape

Players Profiled

- Procter & Gamble Co.
- Hindustan Unilever Ltd.
- Colgate-Palmolive
- 3M Company
- Haleon PLC
- Avon Products, Inc
- Lion Corporation
- Dabur India Ltd.
- Sunstar Group
- Beverly Glen Laboratories Inc.
- Science Arts
- Himalaya Wellness Company

Global Toothpaste Players by Market Share; 2022
(Percentage, %)

