

# Indian Oral Care Market to Grow at a 11.30% CAGR Forecast to 2021

*Oral Care India Market Segmentation and Major Players Analysis and Forecast to 2021*

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[/EINPresswire.com/](http://EINPresswire.com/) -- The [oral care](#) market is considered as one of the rapidly growing dynamic markets in FMCG sector India. Due to increase standard of living and changing lifestyle, the demand for specialized oral care products like multipurpose toothpaste, prestige toothbrush, mouthwash, etc. are greater than ever, thereby providing high momentum to the Indian oral care market. The wealthy class requires the premium and value added oral care products in order to maintain oral hygiene and they use multipurpose oral care products such as mouthwash, dental floss and other specialized oral care products to keep fresh breath and mouth. Oral care has become an thrilling legroom for new product developments and producers are trying to convince consumers through aggressive campaign and advertising that they should adopt a oral care products to improve oral hygiene and to be protected from dental related issues. A

multipurpose oral care product is an emerging trend in the industry. However, the penetration of modern oral care products is low, but this opens the door for new and enormous opportunities in Indian oral care industry.

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India Oral Care Market is growing with a CAGR of 11.4% from last five years and is projected to get more than double by the year 2021 due to rising oral care, brand awareness, increasing disposable income, growing demand in middle class people and affordable price of oral care products in the form of mass oral care products. The unorganized market in this industry is behind from organized industry; however it has small market space in toothpaste, toothbrush and toothpowder market. According to “India Oral Care Market Outlook 2021”, India’s oral care market is anticipated to increase at a CAGR of 11.30% over six years. Colgate-Palmolive India, HUL, and Dabur are market leaders in the organized oral care market. India oral care market is segmented into five categories such as toothpaste, toothbrush, toothpowder, mouthwash and other oral care products that include dental floss, oral care chewing gum, etc. Toothpaste segment dominate the oral care market along with its various variants. Colgate-Palmolive India is leading in toothpaste category from many decades. Urban India accounts for a considerable market share in the sales of premium oral care products, with premium specialized and value added oral care products are growing rapidly among upper middle class consumers. “India Oral Care Market Outlook 2021” discusses the following aspects of hair care



market in India:

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