

Oral Care Market Size Estimated to Cross a Worth of US\$ 64.76 Billion by 2032 at a CAGR of 6.5% | insightSLICE

The key factor augmenting the growth of the oral care market is the rising prevalence of dental problems.

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/EINPresswire.com/ -- The Global Oral Care Market Share, Trends, Analysis and Forecasts, 2023-2032 presents

extensive information on the latest trends, factors driving the market growth, potential opportunities, and challenges that may impact the industry's market dynamics. It offers a detailed examination of the different market segments, such as Product, product type,

Application, Distribution Channel and competitive landscape.



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The global Oral Care market was estimated to be US\$ 34.53 Billion in 2022 and is expected to reach US\$ 64.76 Billion by 2032 at a CAGR of 6.5%.

There has been an increase in the occurrence of periodontal diseases, mouth cancer, and tooth decay across the world, which has contributed to the rise in demand for oral care products such as toothbrushes, toothpaste, and mouth rinses. To enhance the product portfolio and increase accessibility, some start up brands have introduced low-cost oral hygiene products.

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The key factor augmenting the growth of the oral care market is the rising prevalence of dental problems. According to the World Health Organization (WHO), more than 50 percent of children worldwide have dental caries. The increasing prevalence of dental caries is driving the market

growth for oral care products. The young population is more prone to dental caries as tooth decay commonly occurs among children due to their unhealthy food habits and lack of oral hygiene, resulting in an increase in the oral care products market.



The increase in awareness regarding dental care and changing demographics is boosting the growth of the market. In developed countries like the U.S., most people are opting for newly launched oral care products, such as new dental care products and

powered toothbrushes, which are easily available in the country, further increasing their demand. In terms of population, the U.S. is the third-largest country in the world, which is driving the demand for oral care products, particularly toothbrushes and toothpaste.

Moreover, the increase in awareness regarding aesthetic oral treatment is driving the growth of the market. The adoption of teeth whitening products is also driving the growth of the market.

According to the market segmentation, the market is divided into product, product type, application, distribution channel, and region.

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In terms of product, the toothpaste segment is dominating the market. Toothpaste is considered a necessity among people of all income groups and is the most commonly used oral care product. There are different flavors of toothpaste available in the market for the convenience of consumers. For instance, Colgate launched Colgate Trolls Mild Bubble Fruit Toothpaste for children.

Regarding product type, the cordless segment is dominating the market and is projected to be the fastest-growing segment during the forecast period. This is due to the increasing use of in-home care. Some cordless oral irrigators include a new air-pressured water flossing technique that minimizes the requirement for water refills, providing higher convenience to consumers. Additionally, these products are easy to use, portable, and comparatively cheaper than countertop devices.

In terms of application, the home segment is dominating the market. Patients who are aware of dental hygiene are opting for home-use irrigators. Home-use oral irrigators, popularly known as water floss, are being increasingly adopted due to the rise in awareness about bleeding gums.

Global Oral Care Market is segmented by Region and Product Type.

Based on region, the market is segmented into North America, Europe, Asia Pacific, Middle East & Africa, and South America.

North America is a well-established region in the global oral care market. The region is home to developed countries such as the U.S. and Canada, which have world-class healthcare infrastructure. Additionally, the per capita income is very high, resulting in greater disposable income among the population.

Asia Pacific dominates the global oral care market. This growth is attributed to the rising population in the region. In developing countries such as India and China, there is an increase in awareness about dental care products. Moreover, people in these countries have higher disposable income, which is augmenting the growth of the market and is expected to continue in the forecasted period.

The consumer base of the global oral care market is very large, as everyone uses some type of oral care product globally. This leads to increased competition and the entry of new players in the market.

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Some of the major players in the global oral care market include Colgate-Palmolive Company, GlaxoSmithKline plc, Johnson & Johnson, Church & Dwight Co., Inc., Procter & Gamble Company, Lion Corporation, Sunstar Suisse S.A., Henkel AG & Co. KGaA, Unilever PLC, DABUR INDIA LTD, ULTRADENT PRODUCTS, Dr. Fresh, LLC, and Dentaaid, among others.

Global Oral Care Market is segmented by Product Type.

Global Oral Care Market is segmented by Product Type:

- Manual
 - > Manual
 - > Electric (Rechargeable)
 - > Battery-powered (Non-rechargeable)
 - > Others
- Others
 - > Gel
 - > Polish
 - > Paste
 - > Powder

- 牙膏/牙刷

> Medicated

> Non-medicated

- 牙膏牙刷 牙膏牙刷

> Cleaners

> Fixatives

> Floss

> Others

- 牙膏牙刷 牙膏牙刷

> Cosmetic Whitening Products

> Fresh Breath Dental Chewing Gum

> Tongue Scrapers

> Fresh Breath Strips

> Others

- Oral Irrigators

- Mouth Freshener Sprays

牙膏牙刷 牙膏牙刷 牙膏牙刷:

- Countertop

- Cordless

牙膏牙刷 牙膏牙刷 牙膏牙刷:

- Home

- Dentistry

牙膏牙刷 牙膏牙刷 牙膏牙刷 牙膏牙刷:

- Drug Stores & Pharmacies

- Convenience Stores

- Online Retailers

- Hypermarkets/Supermarkets

- Specialty Stores

- Other Sales Channel

牙膏牙刷 牙膏牙刷

- North America

- > United States
- > Canada
- > Rest of North America

- Europe

- > Germany
- > United Kingdom
- > Italy
- > France
- > Spain
- > Rest of Europe

- Asia Pacific

- > Japan
- > India
- > China
- > Australia
- > South Korea
- > Rest of Asia Pacific

- Middle East & Africa

- > UAE
- > Saudi Arabia
- > South Africa
- > Rest of the Middle East & Africa

- South America

- > Brazil
- > Rest of South America

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