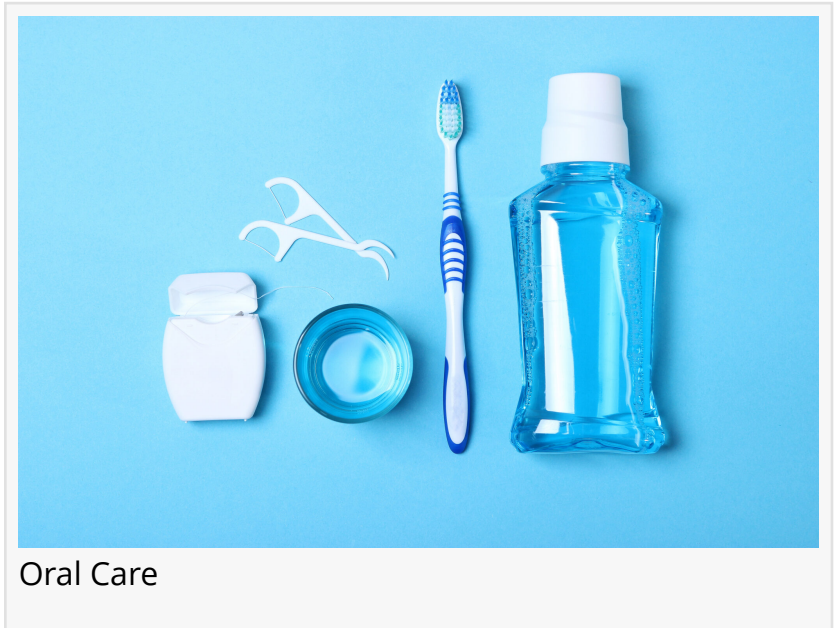


# Oral Care Industry Growth: Projected to Hit USD 61.10 Billion by 2031 | Unilever Plc, Koninklijke Philips N.V.

*Oral care is the practice of keeping the mouth clean in order to prevent various mouth related diseases.*

BURLINGAME, CALIFORNIA, UNITED STATES, August 6, 2024

[/Einpresswire.com/](https://www.einpresswire.com/) -- The global oral care market encompasses a range of products and services aimed at maintaining and improving oral health, including toothpaste, mouthwash, dental floss, and professional dental treatments. This market is driven by increasing awareness of oral hygiene, rising dental health concerns, and a growing focus on preventive care. Innovations in product formulations, along with expanding availability through various retail channels, further propel market growth. Additionally, the rise in dental tourism and the integration of advanced technologies in dental care contribute to market expansion. The forecast from 2024 to 2031 suggests continued growth, supported by evolving consumer preferences for natural and therapeutic oral care products and the increasing adoption of digital dentistry solutions. The market is also expected to benefit from expanding dental care initiatives and rising global health standards.



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Scope of Oral Care Market Report:

The scope of the Oral Care Market Report includes a detailed analysis of market trends, growth drivers, and challenges from 2024 to 2031. It covers a wide range of oral care products such as toothpaste, mouthwash, dental floss, and whitening treatments, along with professional dental services. The report examines regional market dynamics, identifying key areas of growth and

opportunities across different geographic regions. It provides insights into the competitive landscape, detailing major players, market share, and strategic initiatives. The impact of technological advancements and changing consumer preferences on the market is also explored. Additionally, the report includes market forecasts and segment analyses to highlight future trends and potential areas of expansion.

#### The Major Players Covered in Oral Care Market:

- Unilever Plc
- Koninklijke Philips N.V.
- LG Household & Health Care Ltd.
- Church & Dwight Co. Inc.
- GC Corporation
- Glaxosmithkline plc
- Kao Corporation
- Johnson & Johnson
- Ivoclar Vivadent AG
- The Procter & Gamble Company
- Dr. Fresh LLC.
- Colgate-Palmolive Company
- 3M Company.

#### Detailed Segmentation:

##### Oral Care Market, By Product Types:

- Toothbrushes and Accessories
- Toothbrushes
- Electric Toothbrush
- Conventional Toothbrush
- Replacement Toothbrush Heads
- Toothpastes
- Dental Accessories
- Cosmetic Dental Whitening Products
- Dental Water Jets
- Breath Fresheners
- Tongue Scrappers
- Fresh Breath Strips
- Dental Flosses
- Mouthwashes
- Medicated Mouthwashes
- Non-medicated Mouthwashes

□ On the basis of distribution channels, the global oral care market is segmented into:

- Pharmacies/Drugstores
- Supermarkets
- Hypermarkets
- Convenience Stores
- Online Stores
- Others

Regional Analysis for Oral Care Market:

- North America (United States, Canada, and Mexico)
- Europe (Germany, France, UK, Russia, and Italy)
- Asia-Pacific (China, Japan, Korea, India, and Southeast Asia)
- South America (Brazil, Argentina, Colombia, etc.)
- The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa)

Marketing Statistics

The Global Oral Care Report estimates upfront data and statistics that make the report a very valuable guide for individuals dealing with advertising, advisors, and industry decision-making processes in the global market. This report provides essential data and provides regional analysis from the industry to guide new entrants in the global Market

Industry Trends and Drivers

Several trends and drivers influence the Oral Care Market growth. The research report identifies and analyzes the key elements, like changing customer inclinations and innovative headways, expected to shape the business' development direction over the figure period. Additionally, a top to bottom appreciation of the administrative scene and developing business sectors has been given in the report. By having a knowledge of the industry drivers and trends, businesses can benefit from emerging opportunities and mitigate potential challenges.

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Key Highlights of the Report:

- Offers a comprehensive and holistic analysis of the Oral Care Market.
- Evaluates the competitive environments, covering partnerships, joint ventures, acquisitions, and organic growth
- Provides forecast information related to every region and sub-region of the Oral Care market.

□ Includes information on the key opportunities and challenges faced by key industry players worldwide.

□ Covers the Oral Care market's current and future market outlook on industry drivers, market restraints, and regional constraints.

#### In-depth Industry Analysis:

The inside and out industry analysis area digs into the different areas and sub-areas that comprise the business, analyzing their development designs, market size, and competitive dynamics. By utilizing thorough techniques and utilizing the most recent information, we endeavor comprehensive insights into each segment's performance and potential. This in-depth analysis takes into account the regulatory landscape and government policies that are likely to impact the industry's trajectory over the next decade. We analyze the implications of evolving regulations, trade agreements, and geopolitical factors on market dynamics, supply chains, and international collaborations.

The report answers a number of crucial questions, including:

- Which companies dominate the global Oral Care market?
- What current trends will influence the Oral Care market over the next few years?
- What are the market's opportunities, obstacles, and driving forces?
- What predictions for the future can help with strategic decision-making?
- What advantages does market research offer businesses?
- Which particular Oral Care market segments should industry players focus on in order to take advantage of the most recent technical advancements?
- What is the anticipated growth rate for the market economy globally?

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#### Author Bio:

Ravina Pandya, Content Writer, has a strong foothold in the market research industry. She specializes in writing well-researched articles from different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. (<https://www.linkedin.com/in/ravina-pandya-1a3984191>)

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