

Dental Preventive Supplies Market Expanding With \$6.23 Billion at 5.6% CAGR by 2029

The Business Research Company's Dental Preventive Supplies Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034

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What Is The Expected Cagr For The Dental Preventive Supplies Market Through 2025?

The market for dental preventive supplies has witnessed robust growth in the past few years.

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From \$4.71 billion in 2024, it will escalate to \$5 billion in 2025, boasting a compound annual growth rate (CAGR) of 6.1%. The surge seen in this historical period stems from the increasing demand for cosmetic dentistry, widening reach of dental insurance, more availability of cutting-edge dental products, the permeating impact of digital media and dental health promotions, coupled with the rising count of dental clinics and specialists.

[The market size for dental preventive supplies](#) is projected to experience robust growth in the coming years. It is forecasted to reach \$6.23 billion by 2029, with a compound

annual growth rate (CAGR) of 5.7%. This anticipated growth throughout the forecast period can be credited to factors such as the heightened prevalence of oral diseases, an increase in awareness about oral hygiene, a rising emphasis on preventive dental care, an expanding elderly population, and climbing per capita dental expenses. Notable trends during the forecast period encompass advancements in antimicrobial coating technologies, the inclusion of nanotechnology, progress in electric and sonic toothbrush technology, improvements in fluoride delivery systems, and ingenious advances in biodegradable materials.

Download a free sample of the dental preventive supplies market report:

What Are The Core Growth Drivers Shaping The Future Of The Dental Preventive Supplies Market?

The escalating incidence of oral diseases is projected to drive the dental preventive supplies market's growth in the future. Oral conditions encompass various issues affecting the mouth and related structures, such as tooth decay, gum disease, oral infections, and oral cancer. An increase in these conditions is caused by growing sugar consumption, which encourages harmful bacteria leading to tooth decay and gum infections. Dental preventive supplies play a critical role in preventing oral diseases by promoting oral hygiene, decreasing plaque accumulation, and safeguarding teeth and gums from decay, infection, and inflammation. For example, the World Health Organization, an intergovernmental organization based in Sweden, reported in March 2025, that the global incidence of lip and oral cavity cancers in 2022 was estimated at 389,846 new cases, resulting in 188,438 deaths. Consequently, the escalating burden of oral diseases is spurring [the growth of the dental preventive supplies market](#).

Which Companies Are Currently Leading In The Dental Preventive Supplies Market?

Major players in the Dental Preventive Supplies Global Market Report 2025 include:

- Procter & Gamble
- 3M Oral Care
- Koninklijke Philips N.V.
- Colgate-Palmolive Company
- Henry Schein Inc.
- Dentsply Sirona Inc.
- Straumann Group
- Sunstar Americas (GUM)
- Carestream Dental LLC.
- Ivoclar Vivadent AG.

[What Are The Top Trends In The Dental Preventive Supplies Industry?](#)

Firms at the forefront of the dental preventive supplies market are concentrating on the creation of cutting-edge solutions like antibacterial oral care regimens to satisfy the increasing demand for high-end oral hygiene products providing enduring defense against oral diseases.

Antibacterial oral care regimen pertains to a routine employing antibacterial substances in oral care products to diminish detrimental bacteria and avert dental complications such as plaque, gum disease, and halitosis. To cite an example, The Colgate-Palmolive Company, a leading consumer products organization based in the US, inaugurated a Colgate total active prevention system in February 2025 to offer extensive protection against oral health concerns. This system comprises a three-product regimen - toothpaste, toothbrush, and mouthwash - formulated to aggressively combat oral bacteria and is 15 times more efficacious in preventing conditions like gingivitis and cavities compared to typical products. Its principal benefit is providing comprehensive, clinically validated defence against various oral health issues, equipping consumers to keep their mouth healthier and be ready for dental check-ups every day.

Comparative Analysis Of Leading Dental Preventive Supplies Market Segments

The dental preventive supplies market covered in this report is segmented –

- 1) By Product Type: Toothbrushes, Toothpaste, Dental Floss, Interdental Brushes, Rinses And Mouthwashes, Dental Chewing Gums
- 2) By Material Type: Plastic, Natural Fiber, Metal, Synthetic Fiber, Biodegradable Materials
- 3) By Distribution Channel: Retail Pharmacies, Drug Stores, E-Commerce
- 4) By Application: Teeth Cleaning, Teeth Whitening, Teeth Coating
- 5) By End-User: Individuals, Dental Clinics, Hospitals, Nursing Homes, Schools And Educational Institutions, Corporate Offices

Subsegments:

- 1) By Toothbrushes: Manual Toothbrushes, Electric Toothbrushes, Soft Bristle Toothbrushes
- 2) By Toothpaste: Fluoride Toothpaste, Whitening Toothpaste, Herbal Toothpaste
- 3) By Dental Floss: Waxed Dental Floss, Unwaxed Dental Floss, Flavored Dental Floss
- 4) By Interdental Brushes: Plastic Handle Interdental Brushes, Wire Handle Interdental Brushes, Reusable Interdental Brushes
- 5) By Rinses And Mouthwashes: Fluoride Mouthwash, Antiseptic Mouthwash, Cosmetic Mouthwash
- 6) By Dental Chewing Gums: Sugar-Free Chewing Gums, Xylitol-Based Chewing Gums, Fluoride-Infused Chewing Gums

View the full dental preventive supplies market report:

<https://www.thebusinessresearchcompany.com/report/dental-preventive-supplies-global-market-report>

Which Regions Are Dominating The Dental Preventive Supplies Market Landscape?

The Dental Preventive Supplies Global Market Report 2025 states that North America held the leading position in the market for the year 2024. In the coming forecast period, the Asia-Pacific region is anticipated to witness the highest growth rate. The report encompasses an in-depth analysis of various regions which include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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