

Oral Care  
**Market Growth, Trends &  
COVID19 Impact**



# Oral Care Market Growth

Oral Care Market Analysis report has pointed out key factors which the experts think will help in making well-informed business decisions. According to the statistics the global oral care market is expected to be valued at an all time high of 65900 Billion US \$ in the year 2021 and is further valued to reach in the next five years to 78600 Billion US \$, at 7% CAGR in the forecast period.

One of the major contributing factors to this growth of the Oral Care Market is the rising knowledge and awareness among individuals regarding dental aids and various treatments that aim to improve personal health and hygiene. The demand of the Oral Care Market has been positively impacted by this. Cosmetic whitening products, which are a rarity in past are now being actively purchased and administered.

These demands and trends are projected to reach a massive CAGR in the period of forecast. The global Care Market is greatly affected by the new innovations, creations and improvisations which are brought and applied by key players, besides large investment in promotional activities marketing to reach a large number of customers and form a secure customer base. The market of Oral Care is primarily dominated in the Asia-Pacific, owing to the large population of the region, which is then succeeded by the North American and European region, caused by the demand for premium oral care products by the population.

The following is an attempt to investigate, analyze and examine this growth that is attributed to the Oral Care Market, and the role that major companies play in it. Also, the paper will discuss the various sectors of oral health care that actively contribute to the same. Key market trends like the type of toothpaste, toothbrush and the increased use of dental floss and the administration of other oral treatments are just some reasons that are and will continue to contribute to the growth. It is important to keep in mind these changing trends, study, examine and analyze them that will help in painting a comprehensive picture of the future Oral Care Market.

## Oral Care Market in India

Oral Care Market Growth , Trends

The leading market players launched a plethora of extensions of their brands during this era. For example, Hindustan Unilever launched Pepsodent Germ-check toothpaste and Pepsodent Clove and Salt toothpaste with natural clay activated formula using proprietary germ-fighting technology for long-lasting germ protection.

### **The Oral Care Market in India includes:**

Market Analysis of major demand trends and supply-side.

International and local products detailed segmentation

Company and brand market shares volume & value creation

Market trends and market growth five-year forecasts.

Robust and transparent market research methodology conducted in-country

Market Leaders in Oral Market

Colgate, Unilever PLC , Sunstar Suisse S Palmolive Company Johnson & Johnson

GlaxoSmithKlinePLC L G Corporation Procter & Gamble Co. Henkel AG & Co.

Kgaa Church & Dwight Co.

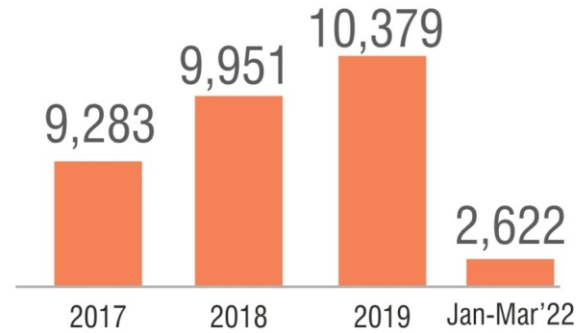
Significant changes are brought it action only and only when major companies recognize the need and demand of the customer, recognize these changes and actively apply them in the real world market. It is only with the indulgence of the key companies that massive changes are introduced and witnessed in the market. Some of the major companies associated with the Oral Care Market are mentioned in the following table-

# MOVE 6X FASTER IN MARKET

**Over 15000Cr** | India's oral health mkt size in '19 (₹cr)

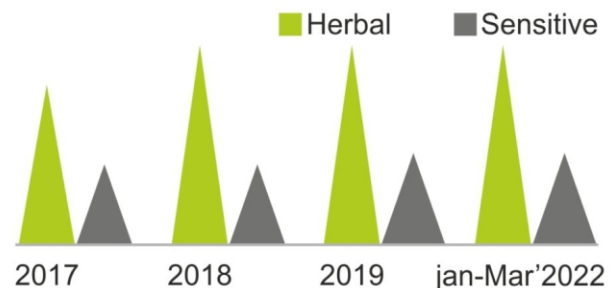


India's toothpaste market (₹cr)



**% share of Specialty toothpaste**

Source: Nielsen, Industry estimates



Changes in the market are brought along by the active indulgence of these top competitors. The companies recognize and adapt the changes that are necessary based on certain aspects of the market which includes changes in- Toothbrush, Toothpaste, Mouthwash and Rinse, Dental Accessories and Dental Procedures, and their impact on the three age groups of Children, Adults and Elder people.

Large scale change is brought when major geographies like United States, India, China, South-east Asia, Japan and others recognize the changes. Each region requires a different analysis, with a keen understanding of the same at the macro-level.

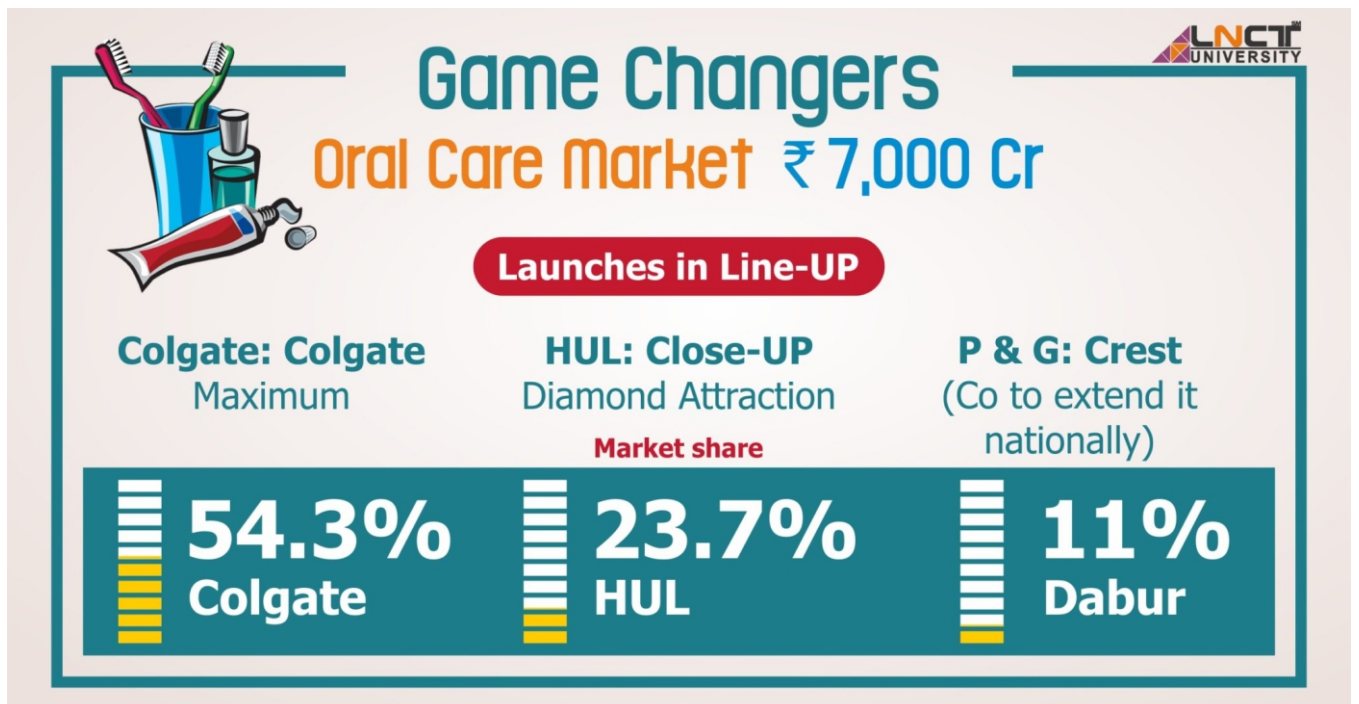
It is essential to study trends based on geographies as well as changes in the market so as to get a deeper understanding of the same, which helps in painting a well informed comprehensive picture of the future Oral Market. The following is the pictorial representation of the different aspects associated with the oral market, in which companies actively participate in resolving the issues posed by them.

The ongoing COVID pandemic has not drastically affected the global market of oral care; instead, it has forced people to care largely about their personal hygiene of which oral care is an important aspect. The nationwide lockdowns have although caused certain disruptions and restrictions in the distributing channels across the world.

The impossibility of conducting services on the ground level because of the highly contagious nature of the virus has forced the industry to operate in the online space of the virtual world. Therefore, major companies have shifted online and the changing trends of the online market are reflected in their services. Key companies have not ceased the production of goods in these crucial times.

### Oral Care in India – Category Analysis

The rising awareness of the importance of maintaining good oral hygiene has led to companies making more user friendly products. Depending on the need and requirement of the individual concerned, specialized products are also being manufactured and produced. It is this, personalization of the oral care market that is a contributing factor to the growth of the market.



# Oral Care Market Leaders

As the general populace is being highly driven to maintain good oral hygiene, so the role of industries related has surely increased and has become important in the current times.

As the market shifts and personal preferences change, so is does the production responsibility of the companies to meet these demands. The following is a pictorial representation of the interconnections that are viewed in the oral care market. Major companies actively deal with them and thoroughly intercept the demand of the consumer by studying these interconnections and the extensive data that has been collected throughout the years.

The Professional Dental care market goes hand in hand, with the other markets including, the Dental Surgical Instrument market, Dental implant market, Dental Equipment, Dental Consumables along with others. These different aspects together form the Oral Care and Hygiene Market. The different manufacturers cater to the different needs of the consumer market. As the needs and demands of the consumer grow and become exceptionally personalized, so does the prospect and responsibilities of these sectors.

The manufacturing of dental biomaterials, dental implants and prosthesis is a whole new and different market that caters to the needs of the consumers. The Endodontic and Dental Equipment market is responsible for creating important equipment and can be easily administered and are consumer-friendly in nature. These sectors comprehensively contribute to the efficient working of the Oral Care Market. These interconnections work in unison and collectively contribute to the growth of the oral care sector.

## Oral Health Care Market By-products

### Toothpaste

Toothpaste is one of the most significant and primary by-products of the market. The most basic and essential product which is responsible and contributes to a healthy oral environment is toothpaste. Toothpaste is used by people of all age groups and people belonging to each and every economic group. Regardless of the economy and age factor involved, everyone all over the globe uses a toothbrush, at least once a day. Toothpaste can be found in the following types-

Paste Powder      Polish Gel

Depending on the personal preference and choice, a consumer can choose from any of the options and administer it safely and cautiously. The segment of toothpaste held the second-largest share in the year 2020. The availability of different forms of toothpaste gives more options for the consumer to choose from, which is one of the major contributing factors in the upsurge of demand and growth of the market.

The usage of organic and natural products in the making of toothpaste is an important attraction that influences the consumer to use them. One such instance of the same is the 'Smile for Good toothpaste', which was brought by the Colgate-Palmolive Company, in January of the year 2020. The ingredients used in the making of the toothpaste were almost 99.7% natural, which was packed in Colgate's 'first-ever -Recyclable plastic tube'.

Thus we see that the manufacturers are increasingly involved in new innovative ideas and are actively working in making the products nature-friendly, and doing their bit to save the environment. This organic and natural way of manufacturing the products is likely to increase in the near future.

The usage of eco-friendly ingredients in the manufacturing of oral hygiene products is one of the greatest factors that appeal to the consumer and influences them into buying such products. Following the change, many major companies are actively adopting new means and measures that are organic in nature, in order to gain more consumers and grow in the market all over the world.

The organic ingredient used not only benefits nature, but also is advantageous for the consumer, as organic products are a great alternative to the products that are made by using synthesized chemicals. Organic products are always a healthier and better alternative. The increased awareness of the importance and benefits of the use of organic products, and the recent demand for organic goods have influenced the market and will continue to contribute to the growth in the coming times.

### Toothbrush

Toothbrushes and accessories are other related items that are important and form a crucial part of the industry. Toothbrush and accessories hold the largest share of 25.5% in the year 2020 and is expected to grow in the period of forecast. The following is the representation of the types of toothbrushes that have been introduced in recent times owing to the advancement of technology,

Manual Toothbrushes

Battery-powered toothbrushes

Electric Toothbrushes

Replacement Toothbrush Head.

The new products provide a great number of benefits which include but are not limited to, deep cleaning, whitening, tongue cleaning massaging and more. These products primarily contribute to the enhancement of oral hygiene. With the advancement of technology and the demand for personalized items, separate toothbrushes are now being actively designed according to the need of the individuals. Many technology companies have recognized the need and have started producing products to meet the need, one such instance of the same is the launching of electronic toothbrushes in the year 2020 by Xiaomi and Realm.

With these changing trends, the global market of oral hygiene is expanding and growing. These electronic toothbrushes cater to the oral hygiene needs of the individuals and help them in keeping healthy.

As the demand and supply of such products are being rapidly met, the market for Oral Care is growing. Each and every individual brushes their teeth once a day, regardless of age and social status. The toothbrush is one such product that is widely used all across the world. With the rising awareness of oral hygiene among individuals, in order to inculcate good



oral habits, the role and importance of a toothbrush are utmost. And therefore, in order to meet these demands, companies are rapidly manufacturing products that are personalized and can be used for the nest of benefits by the consumer. Electric brushes are deemed more efficient than manual brushes as they deep clean in a way that is not possible by a human hand. These added benefits are increasingly influencing people to switch and rely on electric toothbrushes.

Battery-powered toothbrushes are also a great alternative for the same. The replacement head toothbrush, give the consumers an added benefit and an opportunity to change the head of the toothbrush from time to time, keeping in mind the hygiene of the person. Based on personal preferences, companies actively manufacture products so as to make oral hygiene possible for all.

### **Dental Accessories–**

A wide range of dental products and accessories are expected to grow in the coming years. Various types of cleaners and adhesives are rapidly being introduced to meet the growing demand for accessories in the dental world. Markets like that of Dental Surgical Instruments, Dental implants and Dental Consumables are especially responsible for the growth. Some of the accessories that incorporate in the aspect include,

Breathe Fresheners.

Dental Water Jets

Dental Flosses

Cosmetic Dental Whitening Products.

Owing to the increase in awareness and the importance of oral health, many new dental products are now being manufactured which were previously not available in the market. The use of Dental Floss and Mouth fresheners, for instance, is a relatively new concept, and these products are now rapidly being purchased. Doctors advise flossing our teeth every once in a while so as to improve the oral health of the person.

Fixatives and other dental appliances concerning Prosthesis and implants have also become an active trend of the time. People are readily indulging in such procedures, so as to improve their oral and dental health. These markets are currently witnessing an upsurge in demand and will continue to do so in the coming decades. Major companies are actively involving themselves in the manufacturing of these user-friendly products, which are currently the demand of the population.

### **Mouthwashes and Rinses**

The industry of Mouthwashes and Rinses is expected to undergo a lucrative growth during the period of forecast, essentially owing to the increase in awareness and maintenance of oral hygiene. Mouthwashes and Rinses are extremely easy to use cleans the mouth efficiently. There are two types of Mouthwashes,

### **Medicated Non- Medicated.**

Both the Medicated and Non-Medicated mouthwashes help in improving the oral health of the individual. Despite, its many advantages, these products have some limitations, the most noticeable of which is the staining of teeth or the damaging of the oral mucosa and can cause serious indigestion issues if ingested.

To overcome these issues, the companies are now introducing herbal and organic mouthwashes to minimize their adverse effects on humans. These new products will surely escalate the market. An instance of the same was noticed in January of the year 2021 when Dabur an Indian company introduced a 'Dabur Red Pulling Oil' an Ayurvedic mouthwash. Mouthwashes and Rinses are growing popular in India and across the world owing to the changes in lifestyle.

The unhealthy habits of individuals, which eventually results in – bad breath, bleeding gums, tooth decay, denture irritation and more contribute significantly to the increasing growth of mouthwashes and rinses. These oral problems have and will contribute to both the medicated and non-medicated mouthwashes.

Along with these, the use and manufacturing of Denture products are also expected to witness significant growth in the forecast period. A variety of cleaners, adhesives etc are being introduced, which help in preventing bad and maintaining good odour, and all in all good oral health.

#### Oral Care Market Regional and Global Insights

The Asia-Pacific region dominates the global market with an approximated share of 40.7% of the total. This is also predicted to be the fastest growing regional market in the coming years. In addition to this, the growth in demand in the Indian market and neighbouring regions will continue to fuel this growth.

Apart from these the developed countries, for instance, the U.S, which have a great amount of disposable income, are influencing people to opt for advanced oral health care, electric toothbrushes, mouthwashes and other dental products. The presence of expert oral hygienists and doctors also influence the regional growth of the oral care market. The following graph represents the changing growth of the market based on regions,

The Oral Care market all over the world is experiencing an upsurge, the two most contributing factors of the same are increased awareness among people and the availability of technology that can be essentially used in the manufacturing of new and improvisation of existing products. Therefore, regions that are well equipped technically and that have a growing population greatly contribute to the growing sector. These regional growths of different areas collectively contribute to the global growth in the market.

The production of specialized products, toothbrushes and toothpaste, along with mouthwashes, rinses and other dental products are now steadily growing in demand. The companies, on the other hand, are rapidly producing more user-friendly and organic products to meet the demand of the consumers. This increased demand and supply chain is responsible for the growth of the oral care market.

#### Best Colleges In Dental Education

There is immense growth in this market, there are top institutes providing quality dental education. One can opt in the following to be trained well in the latest education in dental education.



## **School Of Dental Science, LNCTU**

Guru Gobind Singh College of Dental Sciences and Research Centre, Burhanpur

Hitkarini Dental College & Hospital, Jabalpur

Rishiraj College of Dental Sciences and Research Centre, (LNCT Group) Bhopal

Institute of Dental Education and Advance Studies, Gwalior

Maharana Pratap College of Dentistry & Research, Near Jiwaji University, Gwalior

Modern Dental College & Research Centre, Airport Road, Indore

Sri Aurobindo College of Dentistry, Indore

Index Institute of Dental Sciences, Indore

### **Conclusion**

In the wake of the global pandemic, many services were shut down and as this world is slowly re-opening, many consumers prefer services that can be provided to them in the comfort of their homes, which has given rise to the home application segment.

Manufacturers are coming up with various new and innovative ways, to make dental-care products more easily available to people. The COVID-19 pandemic has increased the usage of consumers at home.

Therefore, it can be fairly concluded that the sector will witness growth in the coming years. The focus on consumer hygiene has grown in post-COVID times. The virus has led people to especially focus on their personal health and hygiene, of which dental and oral care is important aspects. Owing to these factors, the oral care market is projected to grow up to 53.3 billion U.S \$ in the year 2025 from 45.8 billion U.S \$ in 2020. The changing lifestyle of the population has given rise to many new diseases and in turn the need to maintain oral health by the means of mouthwashes, rinses and adhesives.

These changes have forced many people to specialize in the field, and experts continuously work to provide the best of services and personalized products to individuals. The increasing number of small private clinics and dental dispensaries are also one of the major contributing factors. Major league companies actively indulge in the manufacturing of these products, to meet the growing demand.

The rise of the geriatric population, the growing prevalence of dental diseases, rising awareness of oral healthcare, are just a few factors that contribute to the growth of the market. The prospect of disposable income of the countries leads to manifold growth in the sector. It is advised to the general populace to give active attention to their oral care and maintain hygienic oral health that will eventually contribute to the overall health of the individuals. The rise of awareness and the prospect of good oral health is important and significantly contribute to the growth of the market.