



# بررسی بازار خمیر دندان ها، ژل ها و سفیدکننده های دندانی

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# Introduction

Oral health is one of the **major concerns** of consumers, with myriad of factors such as food with high sugar content, carbonated beverages, smoking etc. are negatively affecting the oral health.

The World Health Organization (WHO) has recommended the **yearly use of 6 tubes** of toothpaste of **170g** each and **4 toothbrushes** per individual.



# Introduction cnt...

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As a result toothpaste have become **basic requisite** to maintain oral health and hygiene. Owing to which, **toothpaste have garnered highest market share in the oral care market.**

These pastes help to safeguard the teeth from germs and bacteria, prevent the development of cavities in them, and enhance the overall health of teeth

Toothpaste is the **most commonly used oral hygiene product**



# Driving factors

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## *The rising number of children experiencing dental problem*

According to WHO, in March 2020, about 530 million children worldwide were experiencing dental caries on their primary teeth

## *The rising growth of the elderly population*

This age group is highly vulnerable to various tooth issues

## *The rising expenditure on marketing and advertising by leading brands*

Colgate Palmolive in July 2020, is estimated to invest 416 million USD, which is a rise of 3% from the previous year.

# Driving factors cnt...

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Growing popularity of laughing



*A rise in consciousness about oral health, hygiene, and change in lifestyles*

# Restraining factors

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Various chemicals : Calcium carbonate, sodium bicarbonate, sodium bicarbonate, tricalcium phosphate,

The [rising prices of these chemicals](#) will result in the high cost of the end product, which is estimated to have negative impact on market growth

Lack of awareness about advanced dental products



# Global market

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The global toothpaste market size was USD 17.75 (to 18.5) billion in 2019 and is projected to reach USD 21.99 (to 24.5) billion by 2027, exhibiting a CAGR of 3.4% (3.7%) during the forecast period.

The toothpaste market was valued at US\$ 29.5 billion in 2021 and is projected to reach US\$ 40 billion by 2028; it is expected to grow at a CAGR of 4.7% from 2021 to 2028.



# Market segmentation

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- product type
- end user
- distribution channel
- Region-wise



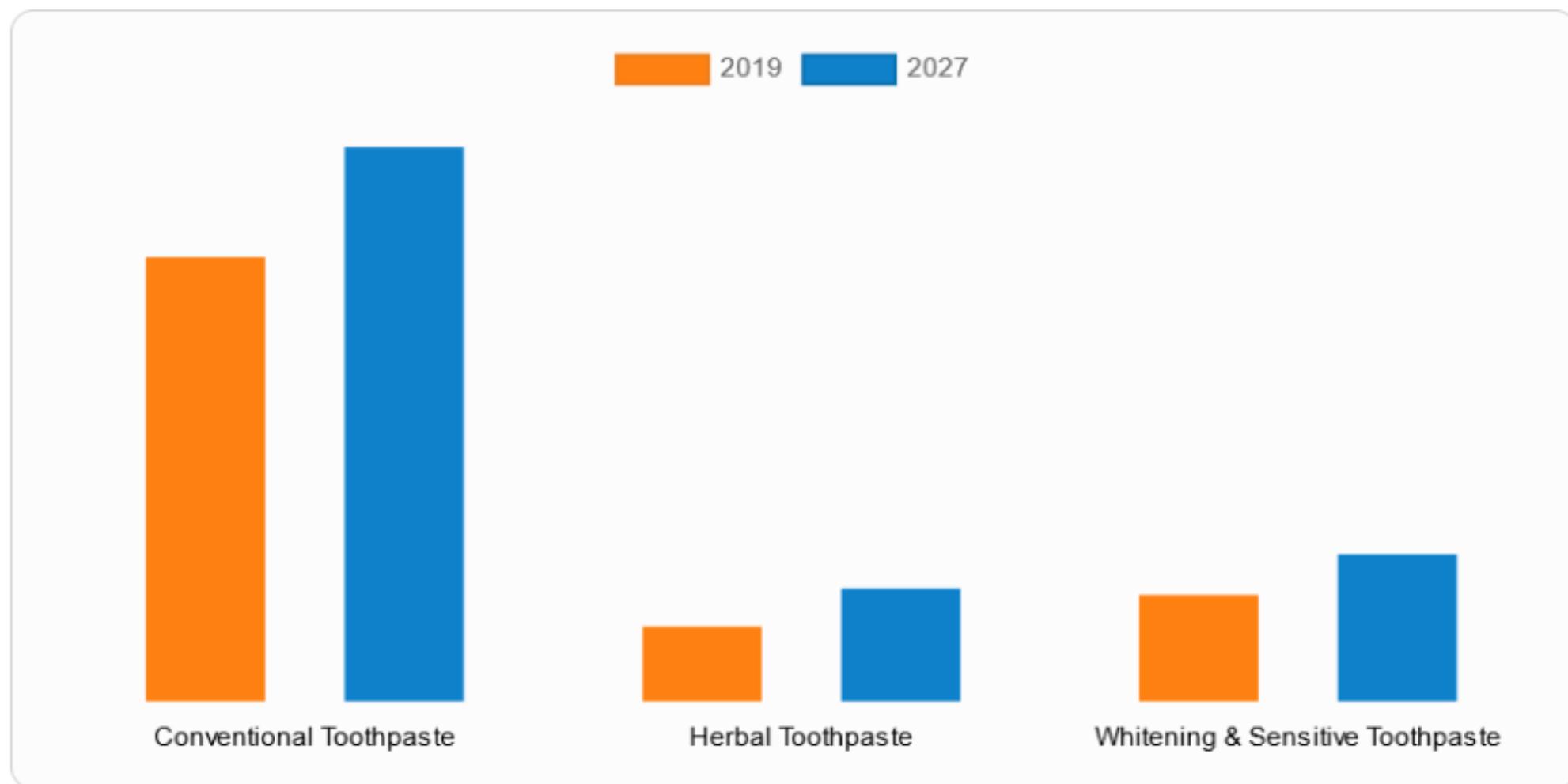
# Type

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On the basis of product type, the [conventional segment](#) garnered the major toothpaste market share and likely to retain its [dominance throughout the toothpaste market forecast period](#).

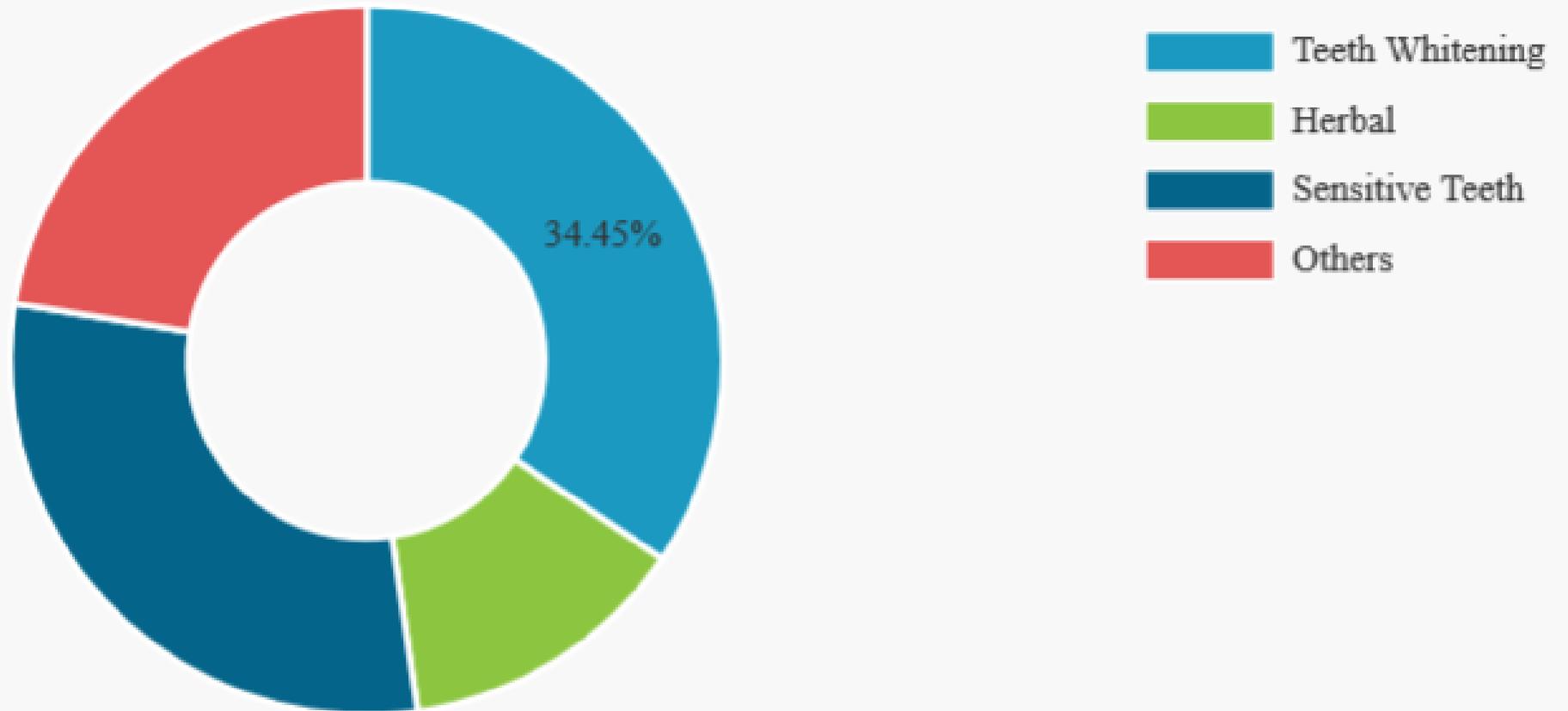
Conventional toothpaste is highly demanded toothpaste around the globe as it resolves the major oral issues like fresh breath, cavity, decay, and bacteria which are the common oral hygiene issues among the consumers

### By Product Type



**Herbal Toothpaste segment would exhibit the highest CAGR of 5.6% during 2021-2027.**

## Global Toothpaste Market Share, By Type, 2019



[www.fortunebusinessinsights.com](http://www.fortunebusinessinsights.com)

# End user

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Based on end user, market is segmented to adult and children.

The **adult segment** is projected to hold the major share in the market owing to adult consuming a larger amount of food products that are harmful to teeth.

**Toxic products like cigarettes and alcohol** are known to have adverse impacts on oral health

The children segment is projected to contribute **considerably to the growth of this market** owing to the high incidence of dental problems among children. Moreover, a large number of children are prone to tooth decay due to their weak tooth formation compared to adults.

# Distribution channel

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By distribution channel, the market is segmented as supermarket/hypermarket, convenience stores, pharmaceutical and drug stores, and online.

The [supermarket/hypermarket](#) segment is estimated to lead the market



# By region



# By region cnt...

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Europe is expected to showcase **significant growth** in the toothpaste market share. **Immense coffee** consumption in this region is likely to have a vital influence on the usage of the product

Asia pacific accounts and is dominating the market, boasting a size of **6.42 billion USD in 2019**.

The middle east and Africa region is expected to have considerable presence in the market. The **rising prevalence of gum diseases** in the region, especially in Africa, has had a positive impact on the rising demand for teeth care products.

# Key players

The Procter and Gamble Company

Unilever PLC

Clogate-Palmolive Company

GlaxoSmithKline PLC

Lion Corporation

Church & Dwight Co

Tom's Maine



# Future insights

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The oral care market has been influenced by the growing popularity of :

- ✓ whitening toothpaste
- ✓ Multifunctional and innovative toothpaste
- ✓ rising demand for automated toothbrushes
- ✓ increasing use of online portals by customers for purchasing oral care products
- ✓ Increasing inclination toward products that are designed to specifically target the growing vegetarian and vegan population. Offering vegan toothpaste including peppermint, chamomile, cinnamon



# Consumer preferences

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Factors that affected choice of toothpaste:

- fluoride content
- previous experience
- advice by a dentist

Media advertisement was the least influential in their choice of toothpaste and toothbrush. Consideration for fluoride was a stronger factor than herbal contents in the choice of toothpaste.

And for toothbrush:

- texture
- Brand
- previous experience

# Toothpaste market in Iran

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- The share of imported toothpastes in the Iranian market is very high
- In the toothpaste market without considering advertising in Iran, we are also witnessing the import and supply of products that are high in terms of the amount of sodium fluoride
- The consumption of toothpaste in Iranian market was 300 million tubes
- About the fluoride in Iranian toothpaste, the result of one study showed that the fluoride level of Iranian toothpaste was similar to that of the imported toothpastes, however there was variation in the level of fluoride in products.

# Toothpaste market in Iran cnt...

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Among the brand names, [Kirst's toothpaste](#) is also the most popular brand in the market with 21%. [Pooneh](#) with 20% and [Drugar](#), two and three with 19, 18 and 15% are among the most well-known brands of toothpaste, respectively.

After these products, [Nasim](#) has been ranked among the top names of toothpastes by allocating 17% of its market. [Paveau and Puneh](#) are the most popular toothpastes in Iranian market.

[75 percent](#) of the Iranian toothpaste market is for imported goods, adding that \$ [1.2 billion worth](#) of toothpaste is imported annually; with [domestic producers having only a 25 percent share](#) of the Iranian market by the top of the power.

# Toothpaste utilization in Iran

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81% participants reported that they personally use toothpaste when tooth brushing and 75.9% stated that all the family members used toothpaste when brushing their teeth.

57.2% reported that all the family members shared the same toothpaste

86.6% reported that they started brushing the teeth of their children at the age of 3 years.

34.4% used only Iranian-made toothpaste, 33% used conventional type of toothpaste, 53.5% used pea-size toothpaste, 18.2% had more than 2 minutes tooth brushing duration time

# Teeth Whitening Market

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With an increase in the population opting for the [improvement of dental aesthetics](#), this industry has undergone great advancements.

[Developing countries](#) have generated a large amount of disposable income which is the main reason why the market is flourishing. [The geriatric population](#), in general, has propagated the growth of this industry with old age-related tooth ailments.



# Teeth Whitening Market cnt...

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According to a survey conducted by the *American Academy of Cosmetic Dentistry*, in 2017, 93% of the patients opted for cosmetic dentistry procedures because of the referrals from friends and family who had good results, 75% because of the increasing online availability of information about cosmetic dentistry. 67 % of American adults have tried to whiten their teeth in one way. Teeth whitening is the most popular dental procedure in the U.S., accounting for 32% of in-office practice and this is because 99.7% of people in the country perceive a smile as their most important social asset.



# Teeth Whitening Market cnt...

According to a survey conducted in the U.K. in 2018,

[more women opt for aesthetic procedures](#) due to

motivational factors, such as self-esteem,

life satisfaction, & self-related physical attractiveness



and all these women had one similarity, they had [high media exposure](#). These factors have led people to opt for beautification and restorative procedures like teeth whitening, which is likely to drive the growth of the market

[social media](#) alone is playing a very crucial role in promoting at-home teeth whitening procedures.

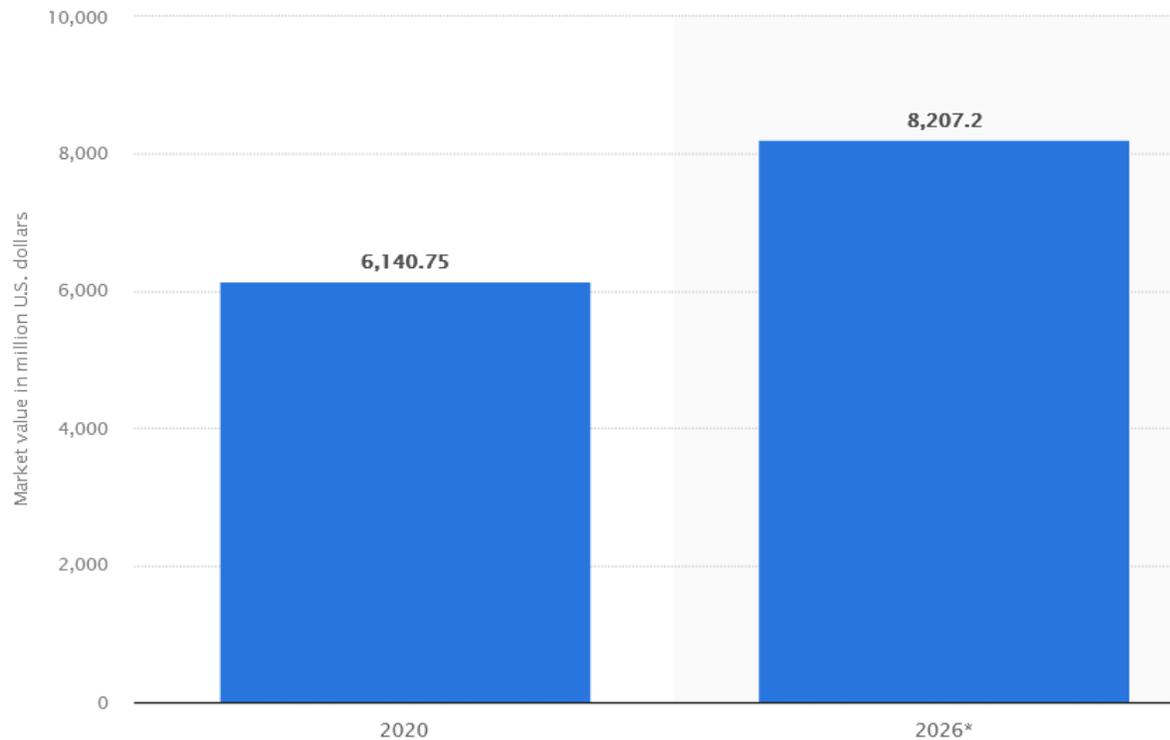
# Professional view

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Cosmetic dentistry is **undeniably part of the professional purpose** of 21st Century dentistry. However, the caveat that may be placed upon this, is that this status is conditional upon the professional conduct of dental practitioners remaining resilient to commercial practices not compatible with professional obligations.

# Global market

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The global teeth whitening market size was estimated at **USD 6.9 billion in 2021** and is expected to expand at **CAGR of 5.0%** from 2022 to 2030.

# Market segmentation

Based on product the industry is segmented into whitening toothpaste, whitening gels and strips, light teeth whitening device, and others.

**Whitening toothpaste** accounted for the largest market share as they are affordable and there is a presence of key players like P&G and Colgate Palmolive in the market. Whitening toothpaste accounted for the **highest market share of 33% in 2021**.

Moreover, the introduction of **active charcoal toothpaste** is highly absorbent and is effective in removing dental stains.



# Market segmentation cnt...

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Teeth whitening gels and devices are the fastest-growing product segment. This is because teeth whitening gels are efficient in removing pigmentation and provide dramatic results. The amalgamation of teeth whitening gel along with LED whitening devices is proving to be effective as light devices speed up the chemical reactions that remove the stains from teeth. Therefore, this segment is experiencing high growth.



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**Thanks for your attention**

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