Global Herbal Toothpaste Market Research Report: Information by Pack Size (25gm, 50gm, 100gm, and Others), Distribution Channel (Store-Based and Non-Store-Based), and Region (North America, Europe, Asia-Pacific, and Rest of the World) - Forecast till 2024

Market Scenario

Global Herbal Toothpaste Market is projected to grow with a significant growth rate of 5.22% from 2019 to 2024 and reach a market value of USD 1.16 billion by the end of 2024. Toothpaste is essential oral care products which contain ingredients catering to several oral needs such as cleaning, tooth decay, teeth whitening, bad breath, sensitivity, and many others. The high importance of oral hygiene and rising demand for plant-based products are driving the overall herbal toothpaste market. In the production of herbal toothpaste, extracts of neem stem and bark, Acacia leaves, Guava leaves, Cinnamon bark, Camphor, and other plants are used. These plants have medicinal properties benefiting consumer health such as bacteria removal and fresh breath. An increasing number of health-conscious consumers and number vegans are expected to propel the global market growth during the forecast period.

Segmentation

The global herbal toothpaste market has been segmented based on pack size, distribution channel, and region.

The global market has been classified, based on pack size, as 25gm, 50 gm, 100gm, and others.

The global market has been segmented, based on distribution channel, store-based, and non-store-based. The store-based segment has been further bifurcated into supermarkets & hypermarkets, convenience stores, and others.

The global market has been analyzed for four key regions—North America, Europe, Asia-Pacific, and the rest of the world. The North American herbal toothpaste industry has further been segmented into the US, Canada, and Mexico.

The European herbal toothpaste industry has been classified into the UK, Germany, France, Italy, Spain, and the rest of Europe.

The herbal toothpaste market in Asia-Pacific has been divided into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific. The herbal toothpaste industry in the rest of the world has been segmented into South America, the Middle East, and Africa.

Key Players

Colgate-Palmolive Company (US), The Procter & Gamble Company (US), Church & Dwight Co., Inc. (US), The Vicco Laboratories (India), Patanjali Ayurved Limited (India), Philan Herbomedix (India), WinWiz Healthcare Pvt. Ltd (India), Unilever (UK), Amway (US), The Himalaya Drug Company (India), GlaxoSmithKline plc (UK), Henkel AG & Co. KGaA (Germany), Dabur (India), Nature's Gate & WorldPantry.com, Inc. (US), and Vita-Myr International, Inc. (US) are some of the key players in the global herbal toothpaste market.

Regional Market Summary

Global Herbal Toothpaste Market Share (%), by Region, 2018
Globally, Asia-Pacific is expected to dominate the global herbal toothpaste market with a market share of 35.46% in 2018. Increasing consumer preference towards herbal products and natural alternatives to chemical-based product are majorly driving the overall market growth in Asia-Pacific. Moreover, extensive promotional activities by market players and growing awareness about the ill effects of fluoride-based toothpaste are further driving the importance of herbal toothpaste in Asia-Pacific.

Herbal toothpaste market in North America is anticipated to be the fastest growing market registering a CAGR of 6.17% during the forecast period. Growing concerns for tooth abrasions caused by chemical substances in toothpaste and advancements in the oral care industry are expected to be the major drivers for the sales of herbal toothpaste in North America during the forecast period.

**Global Herbal Toothpaste Market, by Pack Size**
- 25gm
- 50gm
- 100gm
- Others

**Global Herbal Toothpaste Market, by Distribution Channel**
- Store-Based
  - Supermarkets & Hypermarkets
  - Convenience Stores
  - Others
- Non-Store-Based

**Global Herbal Toothpaste Market, by Region**
- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - Italy
  - Spain
  - UK
  - Rest of Europe
- Asia-Pacific
  - Japan
China  
India  
Australia and New Zealand  
Rest of Asia-Pacific  
Rest of the World (RoW)  
South America  
Middle East  
Africa

Intended Audience
- Herbal toothpaste manufacturers
- Commercial research and development institutions
- Agriculture and farming institutions
- Raw material suppliers and distributors
- Retailers, distributors, and wholesalers
- Traders, exporters, and importers

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