Global Liquid Toothpaste Market Information: by Product Type (liquid, gelatinous and others), by Application (Adults Liquid Toothpaste, Children Liquid Toothpaste, And Babies Liquid Toothpaste), by Distribution Channel (Store Based and Non-Store Based) and Region - Forecast to 2023

Market Synopsis of Liquid Toothpaste:

Market Scenario:

Toothpaste is a paste or a gel used to clean and uphold the health of teeth with the help of toothbrush. It is used to promote oral hygiene and it helps in removing the food and dental plaque from the teeth, supports in subduing halitosis, and contains ingredients such as fluoride to help avoid tooth decay and gum disease. Liquid toothpaste is an alternative option available for those who prefer to use something other than the traditional paste formulas. Some liquid toothpastes are completely liquid, while others start out as a gel and end up turning into a liquid during brushing. The completely liquid varieties are offered in spray bottles and also mouthwash-type bottles where the contents are poured into a cup or measuring cap. Liquid Toothpaste comprises a formulation of well constituted ingredients that ensure anti-bacterial and gum tightening properties and provide complete dental care. It contains natural taste of ingredients like neem, mint, basil, spice extract, meswak & others and help users in maintaining a fresh mouth for the whole day.

The Global Liquid Toothpaste Market is anticipated to be driven by the increasing awareness of ingredients such as neem, mint, basil, spice extract, meswak and others. Liquid toothpaste provides ideal protection against dental issues like pyorrhea, gum bleeding, cavity and sensitivity. Increased awareness about the harmful effects of synthetic toothpaste for dental care has raised the bar for quality in the oral hygiene domain and in turn the market share for liquid toothpaste on a global level. Mass market penetration is leading to introduction of new products and their retail across various regions. The market players are rearranging these new opportunities by expanding their service offerings and product lines, which has fueled up the share of organic food preservatives in the global market. High focus on Research & Development has led to innovations and in the product line which has fueled up the market share of liquid toothpaste in global market. New products obtained from liquid products are also supporting the sale of liquid toothpaste nilly. Among the various type of liquid toothpaste, the liquid form is evaluated to hold a major share as wide range of products are available in this category among consumers towards the market line. Additionally, the advancement in product development coupled with the technological advancements is considered to be one of the significant reasons for the increasing market share of liquid toothpaste market during the review period of 2017-2023. Hence, along with changing consumer preferences, the growth of global organic food preservatives market is estimated to increase significantly during the forecast period of 2017-2023.

Intended Audience:

- Liquid toothpaste manufacturers
- Retailers, wholesalers
- E-commerce companies
- Traders, importers and exporters

Key Findings:

- Changing consumption pattern & urbanization has spurred the growth of liquid toothpaste market
- Highest market growth is in North America followed by Europe

Segments:

Liquid toothpaste market has been segmented on the basis of product type such as liquid, gelatinous and others. Liquid toothpaste dominates the market, because of its enrichment in various ingredients.

- On the basis of application, this market is segmented into...
adults’ liquid toothpaste, children liquid toothpaste, and babies’ liquid toothpaste.

- On the basis of distribution channel, this market is segmented into store based such as hyper and super markets, specialist retailers, convenience stores, and others, and non-store based

Regional Analysis:
Global liquid toothpaste market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). Among these, Europe has the major market share followed by North America and Asia Pacific. Increased production of liquid toothpaste is projected to generate a high revenue from Europe region during the given forecast period. Increase in toothpaste sales in Europe can be ascribed to the domestic industry’s success in segmenting the market to meet individual consumer requirements. Also, new flavors and various innovative products are introduced by key players which is playing a major role to upsurge the sales of liquid toothpaste in the recent time. However, Asia Pacific region is estimated to witness a maximum growth in the global liquid toothpaste market during the forecast period of 2017-2023.

Key Players:
The key players profiled in the liquid toothpaste market are as Colgate-Palmolive Company (U.S.), Procter & Gamble (U.S.), GlaxoSmithKline plc. (U.K.), Johnson & Johnson Private Limited (U.S.), Henkel AG & Co. KGaA (Germany), Church & Dwight Co., Inc. (U.S.), Boryung Pharmaceutical (South Korea)

The liquid toothpaste market is segmented under the following regions mentioned below:

- **North America**
  - US
  - Canada
  - Mexico

- **Europe**
  - Germany
  - France
  - Italy
  - Spain
  - UK
  - Rest of Europe

- **Asia-Pacific**
  - China
  - India
  - Japan
  - Thailand
  - Rest of Asia Pacific

- **Rest of the world**
  - Latin America
  - Middle East
  - Others

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