



INDIA ORAL CARE MARKET 2019-2025

MARKET OUTLOOK

According to Triton, the oral care market in India is expected to proliferate with a CAGR of 2.12% in the forecast period of 2019-2025.

Oral care products such as toothpaste and toothbrushes have some of the highest penetration rates within the beauty and personal care sector in the country; however, they have reached a level of maturity in the Indian market due to their long-standing presence in the country. Future growth of oral care will be driven by increased sophistication within the category, with consumers adapting to mouthwashes/dental rinses and dental floss products over the forecast period. Consumers are increasingly putting an emphasis on personal hygiene and are showing willingness to spend on oral care products with value-added benefits, such as whitening, gum strengthening and overall oral hygiene.

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Rising disposable incomes have led to consumers being more willing to spend on oral hygiene, and brands have been attempting premiumization by addressing issues such as whitening, sensitivity and the presence of natural ingredients; however, premium oral care products continue to be a niche area in India.

COMPETITIVE OUTLOOK

Some of the companies having their presence in the market are Hindustan Unilever, Ltd., Colgate-Palmolive, Dabur India, Ltd., Patanjali Ayurved, Ltd. and Gillette India, Ltd.