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Review

A Market Perspective On Herbal And Commercial Toothpaste: Comparative Insights And Trends

^{1*}Ritik Singh Bisht, ²Bigul Y. Bhardwaj

Research Scholar, Maya College of Pharmacy, Dehradun

Assistant Professor, School of Pharmacy, Maya Devi University, Dehradun

*Author for Correspondence: Ritik Singh Bisht

Email: ritikbisht187@gmail.com

	Abstract
Published on: 04 Jun 2025	Over the past few decades, the global toothpaste market has undergone a notable transformation driven by increasing consumer interest in natural and herbal alternatives. This review highlights the distinctions between herbal and commercial toothpaste in terms of formulation, consumer behavior, regulatory frameworks, marketing strategies, and emerging trends. Commercial toothpaste, led by brands like Colgate, Crest, and Sensodyne, commonly contains synthetic ingredients such as fluoride, triclosan, and artificial flavors to target issues like sensitivity, whitening, and cavity prevention. In contrast, herbal toothpaste, promoted by brands like Himalaya, Dabur, Patanjali, and Tom's of Maine, incorporates natural ingredients such as neem, clove, babool, and aloe vera, offering benefits like reduced side effects, natural safety, and environmental sustainability. The rising demand for herbal products is largely driven by health-conscious and environmentally aware consumers, especially younger demographics. This shift is also supported by growing concerns about synthetic chemical exposure and the revival of traditional medicine systems like Ayurveda. Despite these trends, commercial toothpaste maintains market dominance due to strong brand recognition, clinical validation, and broad availability. The review also addresses challenges faced by herbal products, such as lack of standardization and scientific backing. Nonetheless, hybrid formulations combining natural and scientifically proven ingredients present promising future opportunities in the evolving oral care market.
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	Keywords: Herbal toothpaste, Commercial toothpaste, oral care market trends, natural vs synthetic formulations, consumer preferences.

1. INTRODUCTION

Since toothpaste is one of the most popular personal care items worldwide, maintaining good oral hygiene is essential to overall health and wellbeing[1]. The composition, functionality, and consumer appeal of

toothpaste have changed dramatically over time, from the use of herbal mixtures by ancient civilisations such as the Egyptians and Indians to contemporary commercial formulations based on fluoride. Today's global toothpaste market exhibits an intriguing dichotomy: on the one hand, commercially manufactured, synthetic toothpaste dominates, while on the other, herbal and natural alternatives are becoming more and more popular[2]. Commercial toothpaste first appeared in the late 19th and early 20th centuries, using formulas that contained chemicals to remove plaque and abrasive powders. When fluoride was added to commercial toothpaste in the 1950s as a result of scientific breakthroughs, it drastically decreased the incidence of dental cavities and transformed oral health[3]. For many years, these fluoride-based formulations were the go-to option for oral hygiene and were adopted as the standard recommendation by dental associations. Strong marketing, regulatory approvals, and in-depth clinical research helped brands like Colgate, Crest, and Sensodyne become well-known. Herbal toothpaste, on the other hand, is based on traditional medical systems like naturopathy, Ayurveda, and Traditional Chinese Medicine[4]. Plant-based ingredients with inherent antimicrobial, anti-inflammatory, and astringent qualities, such as neem, clove, babool, meswak, guava leaves, and aloe vera, are used in the formulation of these products. Growing awareness of the possible negative effects of synthetic chemicals, a move towards sustainable living, and a resurgence of interest in ethnomedicine and holistic health practices have all contributed to the recent spike in consumer interest in herbal and natural products[5].

This change in consumer behaviour represents a substantial market shift rather than just a fad. The market for herbal toothpaste has grown significantly worldwide, particularly in developing nations where customs are deeply ingrained in the culture[6]. Concurrently, consumers in developed nations are becoming more conscious of the effects on the environment and human health, which has led them to read ingredient labels more carefully in search of goods that support their values of sustainability and natural living[7].

The growing concern over the synthetic ingredients used in commercial toothpaste is one of the main factors driving this expanding herbal trend. The potential for allergic reactions, mucosal irritation, hormonal disruption, and environmental harm has led to criticism of ingredients like sodium lauryl sulphate (SLS), triclosan, parabens, artificial sweeteners, and preservatives. Although regulatory bodies have established acceptable limits for these substances, consumers are now more inclined to think about safer, plant-based substitutes due to concerns about their potential long-term effects[8].

Additionally, the growing number of health-conscious consumers who see personal care as an extension of overall wellness makes the herbal toothpaste market appealing. Herbal toothpaste brands frequently highlight extra advantages like being vegan-friendly, free of artificial colours and flavours, not tested on animals, and packaged in recyclable materials. Repeat business is encouraged and brand loyalty is increased by this alignment with eco-ethical values[9]. However, the market is still dominated by commercial toothpaste, especially among people with particular dental needs and in urban areas. Commercial toothpaste's formulation is supported by a wealth of scientific research, and there is unmistakable proof of its efficacy in whitening teeth, preventing cavities, lowering sensitivity, and managing plaque[10]. For instance, one of the tooth decay prevention strategies with the strongest scientific backing is still the application of fluoride. Commercial formulations frequently offer specialised solutions that are not available in herbal alternatives for people with dental conditions like gingivitis, enamel erosion, and hypersensitivity[11]. Another important factor in maintaining the dominance of commercial toothpaste brands is their marketing tactics. These products, which are supported by multinational corporations, are marketed through international campaigns, celebrity endorsements, dental association approvals, and wide-ranging retail distribution[12]. Their established market presence has increased consumer trust, especially in areas where modern medicine is preferred over conventional methods. Herbal toothpaste companies, on the other hand, frequently employ niche marketing techniques, attracting customers with claims of natural products, Ayurvedic recommendations, and the application of traditional knowledge systems. Eco-friendly platforms, organic product sellers, and social media influencers have grown in importance as marketing avenues for these companies. Businesses like Patanjali, Dabur, Himalaya, and Tom's of Maine have effectively established a niche for themselves by promoting their goods as safe, natural, and holistic substitutes for synthetic ones[13].

Regulatory and quality control measures are a key component of the comparison between herbal and commercial toothpaste. Organisations like the European Medicines Agency (EMA), the U.S. Food and Drug Administration (FDA), and other national health authorities conduct stringent clinical testing and regulatory oversight on commercial toothpaste. These rules guarantee the efficacy, consistency, and safety of the product. Herbal toothpaste, on the other hand, is frequently governed by alternative or traditional medicine regulations, which might not call for the same degree of clinical verification. For herbal products, this discrepancy presents a problem for standardisation, quality control, and access to global markets. But there is some innovation in the herbal market[14]. Scientific research is becoming more and more integrated into the product development processes of contemporary herbal toothpaste manufacturers. The effectiveness of herbal ingredients like guava, clove, and neem in oral care is being supported by an increasing amount of research. A new trend in toothpaste is the creation of hybrid toothpastes, which combine herbal ingredients with small amounts of fluoride or other active ingredients to give consumers the best of both worlds[15].

It is also important to take into account the toothpaste industry's economic dynamics. The toothpaste market is expected to grow steadily over the next several years, with a 2022 valuation of over USD 18 billion. With a higher growth rate (CAGR of over 6%) than the traditional segment, herbal toothpaste currently holds a 20–25% market share. The demand for herbal personal care products is being driven by cultural preferences and rising disposable income in the Middle East and Asia-Pacific regions, where this growth is especially noticeable[16]. In summary, changing consumer preferences, scientific discoveries, environmental concerns, and worldwide health trends have all had an impact on the toothpaste market's current stage of diversification[17]. This review article aims to present a thorough analysis of the formulation, consumer appeal, regulatory environment, and marketing tactics of commercial and herbal toothpastes from a market standpoint. Stakeholders, including manufacturers, medical professionals, legislators, and consumers, can make well-informed decisions regarding the future of oral care by comprehending the dynamics between these two segments[18-20].

2. Historical Evolution and Market Growth

As a vital part of oral hygiene, toothpaste has a lengthy and intriguing history that reflects the development of technology, cultural preferences, and human knowledge. The history of toothpaste demonstrates a constant quest for health, practicality, and efficacy, from the first tooth-cleaning powders used in ancient societies to scientifically developed commercial products and more recent herbal substitutes. The historical evolution and market expansion of both commercial and herbal toothpaste are thoroughly examined in this section, which also documents the shifting dynamics of consumer behaviour and market trends[21].

2.1 Origins and Evolution of Toothpaste

The idea of dental hygiene was first introduced by the ancient Egyptians in 5000 BC, when they cleaned their teeth with a paste consisting of crushed rock salt, mint, dried iris flowers, and pepper. Similar attempts to preserve dental health were made in ancient China and India, where pastes made of herbs and minerals were employed. Because of its antibacterial and anti-inflammatory qualities, Ayurveda, the traditional Indian medical system, has long promoted the use of plant extracts for oral care, such as neem, babool, and clove.

In the 19th century, toothpaste started to take on its current form. Baking soda, soap, and chalk were used in early formulations. Colgate introduced the first commercial toothpaste in a jar in 1873. Then, in the 1890s, the collapsible toothpaste tube was introduced, revolutionising the convenience of toothpaste. The most important development occurred in the 1950s when fluoride, a mineral that is known to prevent dental cavities, was added. This innovation made toothpaste a therapeutic oral care product rather than just a cleaning agent. Throughout the 20th century, commercial toothpaste quickly dominated the market as fluoride-based formulations were approved by regulatory agencies and dental associations. Through thorough product development, clinical research, and successful marketing, companies like Colgate, Crest, and Aquafresh rose to prominence on a global scale[22].

2.2 Rise of Herbal Toothpaste

By the late 20th century, worries about artificial chemicals had started to surface despite the popularity of commercial toothpaste. When ingredients like sodium lauryl sulphate (SLS), triclosan, parabens, and artificial flavours were connected to negative side effects like mouth ulcers, hormone imbalances, or environmental contamination, consumers began to doubt their safety. A resurgence of interest in natural and herbal oral care products was made possible by these worries[23].

As consumers looked for products with plant-based ingredients and fewer synthetic additives, herbal toothpaste started to gain popularity. Numerous herbs with established advantages for oral health were available through traditional knowledge systems like Ayurveda and Traditional Chinese Medicine. In India, companies like Himalaya and Dabur benefited from this trend, but in the US, Tom's of Maine gained popularity by promoting natural substitutes with clear, uncomplicated ingredient lists[24].

Herbal toothpastes were first seen as speciality items before gradually becoming more widely available. In order to appeal to the expanding market of environmentally conscious and health-conscious consumers, companies emphasised the natural origins, sustainability, cruelty-free testing, and compatibility with wellness lifestyles of their products[25].

2.3 Market Expansion and Consumer Shifts

Rising oral health awareness, rising disposable incomes, and rapid urbanisation have all contributed to the toothpaste market's notable expansion in recent decades. The global toothpaste market was estimated to be worth over USD 18 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 3–4% through 2030, per recent market research. With an estimated CAGR of more than 6%, herbal toothpaste is a growing segment of this market that is outgrowing the market as a whole[26].

Particularly among younger demographics, consumer preferences have changed significantly. Clean-label products—those that are natural, organic, and devoid of harsh chemicals—are especially appealing to millennials and Gen Z. Herbal toothpaste is frequently linked to sustainability, safety, and conventional wisdom. The demand for herbal products has also grown as a result of greater exposure to international health trends, wellness influencers, and environmentally conscious media[27].

On the other hand, because commercial toothpaste has been shown to be effective in treating cavities, gum disease, and tooth sensitivity, older generations and consumers with particular oral health needs continue to favour it. Commercial toothpaste brands are also widely available, well-known, and recommended by dentists.

2.4 Regional Market Dynamics

There are notable regional differences in the prevalence of commercial and herbal toothpaste:

- **Asia-Pacific:** Because of their deep cultural ties to traditional medicine, nations like China and India have experienced rapid growth in the herbal toothpaste market. The market is dominated by brands like Patanjali, Dabur, and Himalaya, which take advantage of regional tastes and locally produced ingredients[28].
- **North America and Europe:** Although commercial brands like Crest and Colgate continue to dominate, herbal alternatives are becoming more and more popular. Natural brands like Hello Oral Care, Tom's of Maine, and others have won over a devoted following, particularly among consumers who care about the environment[29].
- **Middle East and Africa:** Traditional influences and a move towards natural personal care are driving the popularity of herbal formulations in these regions. For cultural and religious reasons, toothpaste made from miswak is widely used in some Islamic nations
- **Latin America:** Although the market is still primarily commercial, as more people look into natural health solutions, there is an increasing interest in herbal products[30].

2.5 Competitive Landscape and Brand Diversification

Prominent commercial brands have started to diversify their product lines in response to the herbal trend. For example, in response to Indian consumer demand, Colgate introduced "Colgate Vedshakti" and "Colgate Herbal." In a similar vein, Sensodyne and other international brands have entered the natural care market by launching toothpaste with few additives or botanical ingredients [31]. However, in order to improve product performance and obtain clinical validation, herbal brands are also spending money on research and development. Emerging are hybrid products that offer safety and effectiveness by combining herbal ingredients with trace amounts of fluoride or other tried-and-true substances.

3. Comparative Formulation and Functional Ingredients

The formulation of toothpaste has a significant impact on its efficacy, safety, sensory qualities, and consumer appeal. The main difference between commercial and herbal toothpaste is the makeup of its ingredients; the former emphasises plant-based substitutes while the latter mainly relies on synthetic chemicals. By contrasting their functional ingredients and emphasising their therapeutic roles in oral care, this section examines the formulation strategies of both categories[32].

3.1 Basic Components of Toothpaste

Whether commercial or herbal, toothpaste usually contains a few key ingredients that affect its texture, taste, stability, and cleaning effectiveness. The main ingredient is an abrasive, like hydrated silica or calcium carbonate, which works mechanically to remove surface stains and plaque from teeth. In order to keep the toothpaste from drying out and to maintain a smooth and uniform paste, humectants such as sorbitol and glycerin are added. Binders or thickeners, like carrageenan or cellulose gum, give the product structural integrity and consistency. Sodium lauryl sulphate (SLS) and other surfactants produce foam, which helps to distribute the paste evenly during brushing and loosen bacteria and food particles. To improve taste and create a cool mouthfeel, flavouring agents are used, such as peppermint or spearmint essential oils. Artificial and natural sweeteners, such as xylitol or saccharin, enhance palatability, particularly in formulations intended for young consumers. Finally, depending on the intended purpose, therapeutic or active ingredients are added. For example, commercial toothpastes most often contain fluoride compounds to prevent cavities, while herbal toothpastes may contain plant extracts like neem, clove, or tea tree oil to provide antimicrobial and healing properties. To make an oral care product that is safe, effective, and aesthetically pleasing, each of these ingredients is carefully chosen and balanced[33].

3.2 Commercial Toothpaste: Formulation and Functional Ingredients

Commercial toothpaste is made with artificial ingredients that have been scientifically proven to provide particular advantages for oral health. Fluoride, usually in the form of sodium fluoride or stannous fluoride, is the main ingredient in the majority of commercial formulations. It helps prevent dental caries by

strengthening tooth enamel and encouraging remineralisation. Dental plaque, food particles, and surface stains can be mechanically removed without causing damage to the enamel by using abrasives like calcium carbonate and hydrated silica. Although some users may find sodium lauryl sulphate (SLS) irritating to their oral tissues, surfactants like SLS are frequently used to produce foam, which improves toothpaste spread and cleaning effectiveness. While binders like carboxymethyl cellulose keep the paste's consistency steady and smooth, humectants like sorbitol and glycerin keep it from drying out. To improve taste and freshness and make brushing more enjoyable, flavourings and artificial sweeteners like peppermint oil or saccharin are added. Many commercial toothpastes contain therapeutic agents that are specific to certain needs in addition to these standard ingredients. These agents include hydrogen peroxide or pyrophosphates for whitening and tartar control, potassium nitrate or strontium chloride for sensitivity relief, and triclosan (in older formulations) or zinc citrate for antibacterial action. Clinical trials and dental associations' endorsements are frequently used to support these formulations, which are created in accordance with strict regulatory standards. Commercial toothpaste has been criticised by some consumers for containing artificial colouring agents, preservatives, and additives, despite its high effectiveness in preventing oral diseases and providing cosmetic benefits. This has led to a rise in demand for natural alternatives. Commercial toothpaste is still the most popular option globally, though, because of its wide availability, targeted functionality, and demonstrated efficacy[34].

3.3 Herbal Toothpaste: Formulation and Functional Ingredients

In line with traditional oral hygiene practices like Ayurveda and other indigenous systems, herbal toothpaste formulations mostly use natural ingredients derived from plants, minerals, and other botanical sources. Herbal toothpastes emphasise antimicrobial, anti-inflammatory, and healing ingredients derived from herbs like neem, clove, babool, aloe vera, and tea tree oil, in contrast to commercial toothpastes that mainly use synthetic chemicals. While clove oil contains eugenol, a natural analgesic that relieves toothaches and freshens breath, neem is well known for its potent antibacterial and antifungal properties, which help to lower plaque and fight gum disease. Aloe vera and babool help to reduce inflammation and strengthen gums, which improves oral health in general. Natural abrasives like baking soda, salt, or charcoal are used in many herbal toothpastes to gently clean and whiten teeth without the use of harsh chemicals. Essential oils like peppermint or spearmint are commonly used for flavouring, providing both a pleasing taste and extra antimicrobial properties. Customers looking for natural, eco-friendly, and holistic alternatives are drawn to herbal formulations because they frequently eschew artificial colours, preservatives, and surfactants. One drawback of herbal toothpastes, though, is that there isn't much clinical data to back up some of their traditional claims, and they might not contain fluoride, which is necessary for cavity prevention. However, consumers seeking safer, chemical-free toothpaste that fits with sustainable choices and natural lifestyles continue to favour herbal toothpaste[35].

Table 1: Difference between Commercial toothpaste and Herbal toothpaste

Aspect	Commercial Toothpaste	Herbal Toothpaste
Active Ingredients	Fluoride, SLS, synthetic antimicrobials	Neem, clove, babool, aloe vera, tea tree oil
Whitening Agents	Peroxide, silica, pyrophosphates	Charcoal, salt, baking soda
Desensitizing	Potassium nitrate, strontium chloride	Clove oil, aloe vera
Preservatives	Parabens, synthetic agents	Minimal or natural alternatives like neem
Regulatory Status	FDA/ADA-approved with clinical trials	Regulated as traditional/alternative medicine
Market Position	Scientifically proven, widely available	Perceived safe, natural, and eco-friendly

4. Consumer Preferences and Perception

The toothpaste market is significantly shaped by consumer preferences and perceptions, which are a combination of changing lifestyle choices, cultural influences, and health consciousness. Natural and herbal oral care products have become increasingly popular in recent years due to growing concerns about synthetic chemicals and a desire for sustainable, environmentally friendly products. Since plant-based ingredients are linked to fewer side effects, a lower risk of allergies, and general holistic health benefits, many consumers believe that herbal toothpaste is safer and kinder to the oral cavity. Traditional wisdom and the support of practitioners of alternative medicine frequently support this view, giving herbal formulations legitimacy in spite of the lack of thorough scientific verification. Commercial toothpaste, on the other hand, is still widely used because of its demonstrated effectiveness, ease of use, and strong support from regulatory agencies and dental professionals. Because commercial brands contain fluoride, which is known to strengthen enamel and prevent tooth decay, many consumers have faith in them. Commercial toothpaste is also more appealing due to its easy accessibility, appealing packaging, and range of speciality products that address tartar control, whitening, and sensitivity. Another element affecting consumer choice is price sensitivity. Since herbal toothpaste is frequently positioned as a premium or speciality product, it may be more expensive than regular commercial toothpaste, which could prevent some groups from using it. Customers are, nevertheless, prepared to pay more for natural

ingredients and cruelty-free formulations in urban and health-conscious markets. Perceptions among consumers are also greatly influenced by marketing tactics. To stay dominant, commercial brands make significant investments in advertising, medical endorsements, and creative packaging. On the other hand, herbal toothpaste companies capitalise on the expanding wellness movement by highlighting "chemical-free," "organic," and "traditional wisdom" in their advertising, which appeals to a particular segment of consumers[36]. Preferences are also influenced by cultural factors; herbal toothpaste is very popular in nations with strong Ayurvedic and herbal traditions, such as India and parts of Asia. On the other hand, the natural and organic oral care sectors are gradually expanding in Western markets, which still primarily favour commercial toothpaste. Consumer preferences generally show a balancing act between the desire for natural, holistic care and faith in scientific validation. Consumer choices are expected to become more complex as awareness grows and hybrid formulations that combine the benefits of herbs with active ingredients that have been scientifically proven hit the market. These formulations will likely focus more on individualised oral care solutions that address lifestyle values and health efficacy[37].

5. Marketing Strategies and Brand Positioning

In the highly competitive toothpaste market, marketing tactics and brand positioning are crucial because they affect consumer behaviour and increase market share for both commercial and natural toothpaste brands. Commercial toothpaste manufacturers usually use robust distribution networks, scientific endorsements, and intensive advertising campaigns to bolster their reputation as reliable, clinically validated goods. These brands, which are supported by regulatory approvals and dental professional endorsements, frequently highlight important benefits like cavity prevention, teeth whitening, sensitivity relief, and fresh breath. Packaging is made to be both aesthetically pleasing and educational; it frequently has identifiable logos, unambiguous statements regarding the fluoride content, and customised versions to meet the needs of various customer segments. Broad consumer awareness is maintained and brand loyalty is strengthened through mass media campaigns in print, digital, and television media. In order to promote trial and recurring purchases, promotions, discounts, and bundling techniques are also frequently used. In order to remain competitive and relevant, many commercial brands also spend money on research and development to launch novel features like long-lasting freshness, natural flavour infusions, or sophisticated whitening agents[38].

Herbal toothpaste companies, on the other hand, use marketing techniques that highlight natural ingredients, safety, and compatibility with holistic wellness trends. Targeting health-conscious consumers who favour eco-friendly, organic, and cruelty-free formulations, these brands frequently present themselves as substitutes for products that are loaded with chemicals. In order to establish a genuine connection with customers looking for natural remedies and heritage, their messaging emphasises traditional knowledge systems like Ayurveda and traditional Chinese medicine. In order to reach their audience, herbal brands usually work with wellness bloggers, social media influencers, and specialised health platforms, emphasising narratives that foster emotional connection and trust. Natural colours, simple designs, and recyclable materials are common features of packaging that reflects eco-friendly ideals. Furthermore, in order to improve their brand recognition and customer loyalty, herbal toothpaste manufacturers frequently use cause marketing to promote environmental sustainability or community health programs. Digital marketing tools are being used more and more by both commercial and herbal toothpaste brands to increase their reach and personalise communications. Data-driven tactics, such as interactive apps, subscription services, and targeted ads, are becoming more popular because they allow brands to customise deals and instructional materials to the preferences of specific customers. Brand positioning will increasingly emphasise striking a balance between efficacy and safety in a market that is gradually moving towards hybrid formulations that combine natural and scientific ingredients. This will appeal to a wider demographic that values both innovation and natural care. In the end, toothpaste brands must continue to rely on strong marketing tactics and distinct brand positioning in order to stand out in a crowded market and win over long-term customers[39].

6. Regulatory and Quality Control Aspects

Since toothpaste products, whether commercial or herbal, are directly used in daily oral care, regulatory and quality control aspects are essential to guaranteeing their safety, effectiveness, and consistency. To safeguard consumers from dangerous ingredients and deceptive claims, national and international health authorities enforce strict regulations on toothpaste formulations. Toothpaste must adhere to strict regulations regarding acceptable ingredients, labelling, manufacturing procedures, and advertising because it is categorised as a cosmetic product or an over-the-counter medication in many countries. The European Medicines Agency (EMA), the U.S. Food and Drug Administration (FDA), and other regulatory agencies around the world demand that manufacturers of commercial toothpaste provide proof of safety and efficacy, especially for active ingredients like potassium nitrate, triclosan, or fluoride. These organisations also keep an eye on claims pertaining to whitening, sensitivity relief, or anti-cavity to make sure they are backed by scientific data. Fluoride, a crucial antibacterial agent, is frequently subject to strict regulations to keep concentration levels

within acceptable bounds. Good Manufacturing Practices (GMP) must also be followed during the manufacturing process to guarantee product stability, purity, and uniformity while lowering the possibility of contamination or batch irregularities[40]. Although herbal toothpaste is typically thought of as a natural or traditional remedy, it is increasingly being regulated to guarantee consumer safety and product dependability. Many nations' regulatory frameworks now mandate that herbal products fulfil quality standards comparable to those of synthetic formulations. These standards include testing for pesticide residues, heavy metals, and microbial contamination, as well as correctly sourcing and identifying botanical ingredients. However, the absence of globally accepted guidelines for herbal mouthwash products can occasionally result in differences in efficacy and quality between brands. This difficulty emphasises the significance of stringent quality control methods, such as batch testing, standardised extraction techniques, and raw material authentication, in order to guarantee consistency. The composition of ingredients must be accurately reflected on labels, and unsupported therapeutic claims must be avoided. In order to build consumer trust, regulatory bodies also push manufacturers to carry out *in vitro* research or clinical trials to confirm the benefits of herbal ingredients for oral health. All things considered, consumer protection, industry credibility, and innovation in toothpaste development are all supported by regulatory compliance and quality control. To satisfy the increasing consumer demand for oral care products that are reliable, safe, and effective, manufacturers of both commercial and herbal toothpaste must manage changing regulations and implement strong quality assurance systems. By guaranteeing that toothpaste products provide the desired effects without sacrificing safety, these initiatives eventually improve public health.

7. Challenges and Opportunities

As the toothpaste market changes in response to shifting consumer preferences, technological breakthroughs, and regulatory changes, it faces a dynamic environment full of both significant challenges and exciting opportunities. A significant obstacle is striking a balance between the need to preserve established clinical efficacy and consumer demand for natural, chemical-free products. Although they are becoming more and more popular, herbal toothpastes frequently fall short of commercial products that contain fluoride in terms of cavity prevention, which can limit their acceptance among dental professionals and sceptics. Consumer confidence in herbal formulations may also be weakened by inconsistent product quality and efficacy caused by some regions' lack of standardised quality control and regulatory oversight. Commercial toothpaste manufacturers are being forced to innovate and reformulate their products while maintaining safety and efficacy due to growing concerns about synthetic additives, surfactants like sodium lauryl sulphate, and artificial sweeteners. Another urgent issue is environmental sustainability, which is driving businesses to cut back on plastic waste and carbon emissions as customers and authorities demand more environmentally friendly packaging and production methods. Notwithstanding these challenges, the toothpaste industry offers significant prospects propelled by advancements in technology and evolving market conditions. The market has grown beyond traditional oral hygiene to include products that target particular conditions like sensitivity, gum health, and whitening due to the increased global awareness of the effect that oral health has on overall wellness. This trend creates opportunities for customised and hybrid toothpaste formulations that appeal to a wider range of consumers by combining natural botanicals with active ingredients that have been scientifically proven. New opportunities to improve the effectiveness and safety of commercial and herbal toothpastes are presented by developments in biotechnology, nanotechnology, and natural product extraction. Brands can now more successfully reach niche markets, interact with customers through tailored communications, and provide subscription-based models for convenience and customer loyalty thanks to the growth of digital marketing and e-commerce platforms. Additionally, as consumers' interest in sustainability grows, companies have a chance to set themselves apart with eco-friendly methods like cruelty-free certification, biodegradable packaging, and sourcing from sustainable farms. Modern science and traditional herbal knowledge working together could produce novel products that satisfy consumer demands and legal requirements. In the end, toothpaste brands will need to overcome the obstacles while leveraging new trends in order to maintain their competitiveness, build consumer confidence, and improve oral health outcomes worldwide.

8. CONCLUSION

In order to meet the varied needs and preferences of consumers, modern commercial formulations and traditional herbal practices interact in a complex way in the toothpaste market today. Because of their scientifically demonstrated effectiveness especially the use of fluoride, which is essential for preventing dental caries and preserving oral health commercial toothpastes continue to rule the global market. Their broad availability, regulatory compliance, and intensive marketing all support their enduring growth and high level of customer trust. In the meantime, growing consumer concerns about synthetic chemicals and awareness of natural and sustainable products are driving the popularity of herbal toothpastes. Rich in botanical extracts like neem, clove, and aloe vera, these herbal formulations have promising antimicrobial and anti-inflammatory properties, but standardisation, clinical validation, and regulatory oversight are frequently obstacles. Products

that strike a balance between effectiveness, safety, and environmental responsibility are becoming more and more popular with consumers, which is spurring innovation in both the commercial and herbal sectors. This trend is best illustrated by the emergence of hybrid formulations, which combine natural ingredients with tested active ingredients to give brands the chance to meet changing consumer needs. Marketing tactics have changed to reflect this, with herbal brands emphasising sustainability, tradition, and authenticity while commercial brands concentrate on clinical endorsements and product specialisation. In order to protect consumers and boost industry credibility, regulatory frameworks and quality control are still essential for ensuring that all toothpaste products fulfil safety and performance standards. Future developments in the market are probably going to be influenced by technological advancements, customised dental care products, and a growing focus on environmentally friendly procedures.

In summary, the toothpaste industry is at a turning point where innovation and tradition collide. Both the commercial and herbal toothpaste industries can prosper by tackling issues like quality control, harmonising regulations, and consumer education, as well as by seizing chances for effective and sustainable formulations. Global consumer satisfaction and better oral health outcomes are anticipated as a result of this synergy.

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