

Mouthwash Market 2016 Research in-Depth Analysis, Oral Care, Dental Health, Forecasts to 2020

Analysts forecast the global mouthwash market to grow at a CAGR of 4.59% during the period 2016-2020.

PUNE, INDIA, August 25, 2016 /EINPresswire.com/ -- About Mouthwashes

Developing countries are slowly adopting mouthwashes. [Mouthwash](#) stands as one of the fastest-growing segments in India in the overall oral care product market. Consumers are buying more alcohol-free mouthwashes or mouthwashes that contain natural ingredients. Mouthwashes are considered as secondary oral care products. Companies are increasing awareness on integrating these products in primary daily regime of oral care. Dental associations are working on increasing awareness of the benefits of mouthwashes, for example, their liquid form and rinsing action enable deeper penetration and help disinfect entire mouth.

Analysts forecast the global mouthwash market to grow at a CAGR of 4.59% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global mouthwash market for 2016-2020. To calculate the market size, the report considers revenue generated from the retail outlets.

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The market is divided into the following segments based on geography:

- APAC
- Europe
- North America
- ROW

Global Mouthwash Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Chattem
- Colgate-Palmolive
- GlaxoSmithKline
- Johnson & Johnson

- Procter & Gamble (P&G)

Market driver

- Increasing awareness of dental health and effective, easy, and quick solution to fight germs
- For a full, detailed list, view our report

Market challenge

- Preference for primary oral care products over secondary products
- For a full, detailed list, view our report

Market trend

- Demand for alcohol-free mouthwashes
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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