

# Halitosis Treatment Market is expected to reach USD 3.2 billion during 2017-2023

*Halitosis Treatment Market Information: by type (physiologic halitosis, pathologic halitosis, others); by drugs treatment - Global Forecast till 2023*

PUNE, MAHARASHTRA, INDIA, July 11, 2017 /EINPresswire.com/ -- Market Highlights:



Major Key Players are  
Colgate-Palmolive,  
GlaxoSmithKline, Johnson &  
Johnson, Listerine, Procter &  
Gamble Corporation,  
AstraZeneca, Takeda  
Pharmaceutical Company, "  
*Market Research Future*

Market research future has a half cooked research report on [global halitosis treatment market](#). The global halitosis treatment market is growing at a rate of 5.5 % and is expected show the similar trend during forecast period.

Halitosis or bad breath is the presence of chronic unpleasant odour in the breath. Halitosis is caused by either physiologic or pathologic causes. Physiologic halitosis is caused by conditions such as disorders of the nose, throat, oesophagus, or stomach. Pathologic halitosis is caused by bacterial infection in the mouth or throat with 85% of cases because of

bacterial infection of the mouth. It is also estimated that bad breath affect 6% to 15% of the population with US alone spending more than a billion dollars per year on treatment to prevent bad breath.

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Major Market Players:

- Colgate-Palmolive,
- GlaxoSmithKline,
- Johnson & Johnson,
- Listerine,
- Procter & Gamble Corporation,
- AstraZeneca,
- Takeda Pharmaceutical Company,
- Abbott Laboratories,
- Sun Pharma

Product development is a strong strategy to pursue in the global halitosis treatment market. Development of broad spectrum antiseptics coupled with the increasing palatability is driving the market. For example Listerine mouthwashes comes with more than 8 different flavours. Other product development strategies include development of alcohol free and anti-cavity products.

Chlorhexidine or cetylpyridinium chloride remain the most used anti-septic agent to treat pathologic halitosis. The anti-histaminic drugs segment is led by H2 blockers and proton pump inhibitors. The proton pump inhibitors have a higher market share as compared to other drugs due to better efficacy

and effectiveness. The rising cases of gastro esophageal reflux disease have led to greater use of these drugs.

Test the market data and market information presented through more than 50 market data tables and figures spread over 80 pages of the project report. Avail the in-depth table of content (TOC) & market synopsis on "[Global Halitosis treatment Market Research Report – Forecast to 2023.](#)"

Report Details @ <https://www.marketresearchfuture.com/reports/halitosis-treatment-market-3758>

#### Segmentation:

The global halitosis treatment market is segmented on the basis of type, diagnostic tests and drugs treatment. Based on type, the market has been segmented as physiologic halitosis and pathologic halitosis. Based on the diagnostic tests, the market has been segmented as halimeter, gas chromatography, BANA test and  $\beta$ -galactosidase test. Based on the drugs treatment, the market has been segmented as antacids (antihistaminic, proton pump inhibitors, others), antiseptics and other.

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<https://www.marketresearchfuture.com/statistical-reports/micro-pump-market-one-2196>

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