

Mouthwash Market Size, Share, Revenue, Trends And Drivers For 2024-2033

The Business Research Company's Mouthwash Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK,
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The [mouthwash market](#) has

experienced robust growth in recent years, expanding from \$7.56 billion in

2023 to \$8.11 billion in 2024 at a compound annual growth rate (CAGR) of 7.2%. The growth in the historic period can be attributed to consumer oral care awareness, regulatory standards, brand loyalty and marketing, dental recommendations, flavor preferences.



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Strong Future Growth Anticipated

The mouthwash market is projected to continue its strong growth, reaching \$10.72 billion in 2028 at a compound annual growth rate (CAGR) of 7.2%. The growth in the forecast period can be attributed to rising health consciousness, innovative product formulations, environmental sustainability, e-commerce growth, emerging market trends.

Explore Comprehensive Insights Into The Global Mouthwash Market With A Detailed Sample Report:

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Growth Driver Of The Mouthwash Market

An increase in the incidence of dental problems is expected to propel the growth of the mouthwash market going forward. Dental problems are conditions that impact oral health, including tooth decay, gum disease, tooth erosion, and gum infections. Mouthwash is essential in preventing cavities by reducing plaque and germs in the mouth. A mouthwash can fight cavities when used correctly and daily to prevent periodontal disease.

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Major Players And Market Trends

Key players in the mouthwash market include Colgate-Palmolive Company, GlaxoSmithKline PLC, Johnson & Johnson, Reckitt Benckiser Group PLC, Hindustan Unilever Limited.

Product innovation is a key trend gaining popularity in the mouthwash market. Companies operating in the mouthwash market are working on new product innovations to sustain their position in the market.

Segments:

- 1) By Type: Therapeutic, Cosmetic, Anti-Septic, Other Types
- 2) By Flavor: Active Salt, Mint, Fresh Tea, Other Flavors
- 3) By Sales: Modern Trade, Departmental Store, Drug Stores, Online Stores, Other Sales
- 4) By End-User: Household, Hospital, Dental Clinics

Geographical Insights: North America Leading The Market

North America was the largest region in the mouthwash market in 2023. Asia-Pacific is expected to be the fastest-growing region in the global mouthwash market report during the forecast period. The regions covered in the mouthwash market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa

Mouthwash Market Definition

Mouthwash refers to a liquid solution used to rinse and clean the mouth and gums. It typically contains an antiseptic to destroy harmful germs that may reside on the tongue and between teeth.

Mouthwash Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Mouthwash Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [mouthwash market size](#), mouthwash market drivers and trends, mouthwash market major players, mouthwash competitors' revenues, mouthwash market positioning, and mouthwash market growth across geographies. The mouthwash market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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