

# Mouthwash Industry Market Poised for 5.8% CAGR Growth, Projected to Reach USD 15.7 Bn by 2031 | Colgate-Palmolive Com

*The global mouthwash market was valued at US\$ 2,125.2 Million in 2022, and is expected to exhibit a CAGR of 6.55%, in terms of revenue over the forecast*

BURLINGAME, CALIFORNIA, UNITED STATES, August 20, 2024

/EINPresswire.com/ -- The latest market intelligence report published by CMI with the title "Global Mouthwash Market 2024, Growth Opportunities, and Forecast" provides actionable insights on Consumer Goods industry.

The report provides demand analysis, industry insights, competitive intelligence, and customer database.

The Research report on Mouthwash Market presents a complete judgment of the market through strategic insights on future trends, growth factors, supplier landscape, demand landscape, Y-o-Y growth rate, CAGR, pricing analysis. It also provides and a lot of business matrices including Porters Five Forces Analysis, PESTLE Analysis, Value Chain Analysis, 4 Ps' Analysis, Market Attractiveness Analysis, BPS Analysis, Ecosystem Analysis.

Do you think, if this report could be of your interest? If yes, request Sample Copy of this Report: <https://www.coherentmarketinsights.com/insight/request-sample/2345>

\*Note: Sample of the report provides details on the scope and coverage, table of contents, research methodology, and Sample Framework of the report. Actual report of 150+ is available for purchase to all the interested stakeholders.

key trends

- Functional Formulations: With the popularity of wellness shots and supplements, mouthwashes



Mouthwash Industry Market

are incorporating functional ingredients like vitamins, probiotics and natural extracts to promote oral and overall health.

- Sustainable Packaging: 63% of global consumers now prioritize brands with eco-friendly packaging. Leading brands are switching to recyclable materials like aluminum and bioplastics to appeal to health-conscious buyers.
- Online Distribution: The pandemic accelerated the switch to e-commerce, with online mouthwash sales growing 30% annually. Multi-brand retailers are launching virtual storefronts to capture this digitally-driven demand.
- Targeted Claims: By leveraging data on demographics and oral care needs, brands are tailoring product formulations and messaging to address specific issues like sensitivity, gum disease and bad breath.

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Detailed Segmentation and Classification of the report (Market Size and Forecast – 2031, Y-o-Y growth rate, and CAGR):

- By Type:
- By Product Type: Fluoride, Cosmetics, Antiseptics, Total Care, Natural
- By Distribution Channel: Hypermarkets, Supermarkets, Online Stores, Others
- By Flavor: Active Salt, Mint, Fresh Tea, Others
- By Regions and Countries
  - North America
  - Europe
  - Asia-Pacific
  - South America
  - Middle East & Africa

Following are the players analyzed in the report:

- Key players operating in the global mouthwash include Colgate-Palmolive Company
- Johnson & Johnson Inc.
- The Himalaya Drug Company

- Amway Corporation
- GlaxoSmithKline Plc.
- Lion Corporation
- Caldwell Consumer Health LLC
- Uncle Harry's Natural Products
- Triumph Pharmaceuticals Inc.

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Deep-dive Analysis:

The Report provides deep-dive qualitative and quantitative analysis on Mouthwash Market for all the regions and countries covered below:

- North America (the United States, Canada, and Mexico)
- Europe (Germany, France, Italy, United Kingdom, SCANDIVAN, Benelux, Russia, and Rest of Europe)
- Asia-Pacific (Japan, South Korea, India, China, Southeast Asia, and Australia)
- South America (Brazil, Argentina, and Rest of South America)
- Middle East & Africa (Saudi Arabia, UAE, Israel, South Africa, and Rest of the Middle East & Africa)
- Each Country is covered in detail, and report provides qualitative and quantitative analysis on Mouthwash Market on each country.

The research provides answers to the following key questions:

1. What is the estimated growth rate of the market for the forecast period 2024-2031? What will be the market size during the estimated period?
2. What are the key driving forces responsible for shaping the fate of the Mouthwash market during the forecast period?
3. Who are the major market vendors and what are the winning strategies that have helped them occupy a strong foothold in the Mouthwash market?
4. What are the prominent market trends influencing the development of the Mouthwash market across different regions?
5. What are the major threats and challenges likely to act as a barrier in the growth of the Mouthwash market?
6. What are the major opportunities the market leaders can rely on to gain success and profitability?

Key insights provided by the report that could help you take critical strategic decisions?

- Regional report analysis highlighting the consumption of products/services in a region also

shows the factors that influence the market in each region.

- Reports provide opportunities and threats faced by suppliers in the Mouthwash and tubes industry around the world.
- The report shows regions and sectors with the fastest growth potential.
- A competitive environment that includes market rankings of major companies, along with new product launches, partnerships, business expansions, and acquisitions.
- The report provides an extensive corporate profile consisting of company overviews, company insights, product benchmarks, and SWOT analysis for key market participants.
- This report provides the industry's current and future market outlook on the recent development, growth opportunities, drivers, challenges, and two regional constraints emerging in advanced regions.

Author of this marketing PR:

Priya Pandey is a dynamic and passionate PR writer with over three years of expertise in content writing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes writing contents and documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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