

Major Mouthwash Market Trend 2025-2034: Rising Dental Issues Fueling Growth

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Mouthwash Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

The mouthwash market size has grown strongly in recent years. It will grow from \$8.16 billion in 2024 to \$8.7 billion in 2025 at a compound annual growth rate CAGR of 6.6%. The growth in the historic period can be attributed to consumer oral care awareness, regulatory standards, brand loyalty and marketing, dental recommendations, and flavor preferences.

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What Is The Future Projection For The Mouthwash Market?

The mouthwash market size is expected to see strong

growth in the next few years. It will grow to \$11.86 billion in 2029 at a compound annual growth rate CAGR of 8.1%. The growth in the forecast period can be attributed to rising health consciousness, innovative product formulations, environmental sustainability, e-commerce growth, emerging market trends.

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How Does Disposable Income Impact The Mouthwash Market?

The increasing disposable income is expected to propel the growth of the mouthwash market going forward. Disposable income refers to the funds remaining for spending and saving after

accounting for taxes and obligatory deductions, both for individuals and households. Disposable income plays an important role in driving mouthwash adoption, as higher disposable incomes enable consumers to prioritize oral care, including the purchase of premium and specialty mouthwash products.

Who Are The Major Players In The Mouthwash Market?

Major companies operating in the mouthwash market include Colgate-Palmolive Company, GlaxoSmithKline PLC, Johnson & Johnson, Reckitt Benckiser Group plc, Hindustan Unilever Limited.

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How Are Market Leaders Gaining Competitive Advantage In The Mouthwash Market?

Major companies operating in the mouthwash market are increasing their focus on introducing kid mouthwash to gain a competitive edge in the market. Kid mouthwash is a specially formulated oral hygiene product designed for children.

How Is The Market Of The Mouthwash Segmented?

The mouthwash market covered in this report is segmented –

- 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

Which Regions Dominate The Mouthwash Market?

North America was the largest region in the mouthwash market in 2024. 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.

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Americas +1 3156230293

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Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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