

Dry Mouth Relief Market By Product Type (Spray, Mouthwash, Gel, Lozenges, Others) , By Type (Over-the-counter (OTC) , Prescribed) By Sales Channel (Online, Offline) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/DF2544BC6265EN.html>

Date: November 2024

Pages: 240

Price: US\$ 2,655.00 (Single User License)

ID: DF2544BC6265EN

Abstracts

The dry mouth relief market was valued at \$2.5 billion in 2023, and is projected to reach \$4.6 billion by 2033, growing at a CAGR of 6.1% from 2024 to 2033.

Dry mouth relief refers to interventions and products aimed at alleviating the symptoms of xerostomia, a condition where the salivary glands produce insufficient saliva. This can lead to discomfort, difficulty in speaking, eating, or swallowing, and an increased risk of dental problems such as cavities and gum disease. Dry mouth may result from various causes, including medication side effects, dehydration, medical treatments like radiation therapy, or underlying health conditions such as diabetes.

The growth of the global dry mouth relief market is driven by alarming increase in prevalence of chronic diseases and conditions such as Sjögren's syndrome and hypertension often lead to dry mouth, thus increasing the demand for effective relief products. According to a 2023 study published by Medscape—a leading online platform providing clinical news, health information, and educational resources for healthcare professionals worldwide—approximately 0.1-4% of the population is affected by Sjögren's syndrome. In addition, a 2023 study by the World Health Organization revealed that hypertension is prevalent among 1.28 billion adults aged 30–79 years worldwide. Furthermore, surge in geriatric population acts as the key driving force of the global market. This is attributed to the fact that older adults are more susceptible to dry mouth due to age-related changes and higher medication use. A 2024 study published by the World Health Organization revealed that the number of aged individuals will

increase from 1 billion in 2020 to 1.4 billion by 2030. Moreover, the number of individuals aging 80 years and older is estimated to reach 426 million by 2050. In addition, increase in awareness about the importance of oral hygiene has heightened the demand for products like mouthwashes, lozenges, and saliva substitutes. Campaigns promoting oral health in schools and workplaces have further supported this trend. With growing interest in preventive healthcare, people are proactively seeking products to manage early symptoms of xerostomia, driving the market further. However, many individuals experiencing xerostomia do not recognize it as a medical condition requiring treatment. This limits the adoption of dry mouth relief products, especially in low-income and rural areas where access to healthcare information is limited. Furthermore, high cost associated with premium products like prescription-based saliva substitutes or advanced therapies restrains the growth of the market. On the contrary, innovations in product formulations, such as sugar-free lozenges, long-lasting sprays, and all-natural remedies, cater to diverse consumer preferences and expand market reach. For instance, products containing xylitol and aloe vera are gaining popularity for their moisturizing and protective benefits. Such developments are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global dry mouth relief market size is segmented into product type, type, sales channel, and region. On the basis of product type, the market is categorized into spray, mouthwash, gel, lozenges, and others. By type, it is classified into over-the-counter (OTC) and prescribed. Depending on sales channel, it is divided into online and offline. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product type, the mouthwash segment is expected to dominate the market from 2024 to 2033.

On the basis of type, the prescribed segment is anticipated to exhibit the highest growth during the forecast period.

Depending on sales channel, the offline segment is projected to emerge as the dominating segment in the coming years.

Region wise, in North America, the dry mouth relief market is likely to witness notable growth throughout the forecast period.

Competition Analysis

Competitive analysis and profiles of the major players in the global dry mouth relief market include SUNSTAR Suisse S.A., Sanofi, bioXtra, A. S. Pharma, Colgate-Palmolive, 3M, Fresenius Kabi, Oralieve, Haleon, and Parnell Pharmaceuticals Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

New Product Development/ Product Matrix of Key Players

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Product Type

Spray

Mouthwash

Gel

Lozenges

Others

By Type

Over-the-counter (OTC)

Prescribed

By Sales Channel

Online

Offline

Hospital Pharmacies

Retail Pharmacies

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Key Market Players

SUNSTAR Suisse S.A.

Sanofi

bioXtra

A. S. Pharma

Colgate-Palmolive

3M

Fresenius Kabi

Oralieve

Haleon

Parnell Pharmaceuticals Inc.

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: DRY MOUTH RELIEF MARKET, BY PRODUCT TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Product Type
- 4.2. Spray
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Mouthwash
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. Gel
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country
- 4.5. Lozenges
 - 4.5.1. Key Market Trends, Growth Factors and Opportunities
 - 4.5.2. Market Size and Forecast, By Region
 - 4.5.3. Market Share Analysis, By Country
- 4.6. Others
 - 4.6.1. Key Market Trends, Growth Factors and Opportunities
 - 4.6.2. Market Size and Forecast, By Region
 - 4.6.3. Market Share Analysis, By Country

CHAPTER 5: DRY MOUTH RELIEF MARKET, BY TYPE

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Type
- 5.2. Over-the-counter (OTC)
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Prescribed
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: DRY MOUTH RELIEF MARKET, BY SALES CHANNEL

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Sales Channel
- 6.2. Online
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region

6.2.3. Market Share Analysis, By Country

6.3. Offline

6.3.1. Key Market Trends, Growth Factors and Opportunities

6.3.2. Market Size and Forecast, By Region

6.3.3. Market Share Analysis, By Country

6.3.5. Hospital Pharmacies

6.3.5.1. Market Size and Forecast

6.3.6. Retail Pharmacies

6.3.6.1. Market Size and Forecast

6.3.7. Others

6.3.7.1. Market Size and Forecast

CHAPTER 7: DRY MOUTH RELIEF MARKET, BY REGION

7.1. Market Overview

7.1.1 Market Size and Forecast, By Region

7.2. North America

7.2.1. Key Market Trends and Opportunities

7.2.2. Market Size and Forecast, By Product Type

7.2.3. Market Size and Forecast, By Type

7.2.4. Market Size and Forecast, By Sales Channel

7.2.5. Market Size and Forecast, By Country

7.2.6. U.S. Dry Mouth Relief Market

7.2.6.1. Market Size and Forecast, By Product Type

7.2.6.2. Market Size and Forecast, By Type

7.2.6.3. Market Size and Forecast, By Sales Channel

7.2.7. Canada Dry Mouth Relief Market

7.2.7.1. Market Size and Forecast, By Product Type

7.2.7.2. Market Size and Forecast, By Type

7.2.7.3. Market Size and Forecast, By Sales Channel

7.2.8. Mexico Dry Mouth Relief Market

7.2.8.1. Market Size and Forecast, By Product Type

7.2.8.2. Market Size and Forecast, By Type

7.2.8.3. Market Size and Forecast, By Sales Channel

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Product Type

7.3.3. Market Size and Forecast, By Type

7.3.4. Market Size and Forecast, By Sales Channel

- 7.3.5. Market Size and Forecast, By Country
- 7.3.6. Germany Dry Mouth Relief Market
 - 7.3.6.1. Market Size and Forecast, By Product Type
 - 7.3.6.2. Market Size and Forecast, By Type
 - 7.3.6.3. Market Size and Forecast, By Sales Channel
- 7.3.7. France Dry Mouth Relief Market
 - 7.3.7.1. Market Size and Forecast, By Product Type
 - 7.3.7.2. Market Size and Forecast, By Type
 - 7.3.7.3. Market Size and Forecast, By Sales Channel
- 7.3.8. UK Dry Mouth Relief Market
 - 7.3.8.1. Market Size and Forecast, By Product Type
 - 7.3.8.2. Market Size and Forecast, By Type
 - 7.3.8.3. Market Size and Forecast, By Sales Channel
- 7.3.9. Italy Dry Mouth Relief Market
 - 7.3.9.1. Market Size and Forecast, By Product Type
 - 7.3.9.2. Market Size and Forecast, By Type
 - 7.3.9.3. Market Size and Forecast, By Sales Channel
- 7.3.10. Spain Dry Mouth Relief Market
 - 7.3.10.1. Market Size and Forecast, By Product Type
 - 7.3.10.2. Market Size and Forecast, By Type
 - 7.3.10.3. Market Size and Forecast, By Sales Channel
- 7.3.11. Rest Of Europe Dry Mouth Relief Market
 - 7.3.11.1. Market Size and Forecast, By Product Type
 - 7.3.11.2. Market Size and Forecast, By Type
 - 7.3.11.3. Market Size and Forecast, By Sales Channel
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Product Type
 - 7.4.3. Market Size and Forecast, By Type
 - 7.4.4. Market Size and Forecast, By Sales Channel
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. Japan Dry Mouth Relief Market
 - 7.4.6.1. Market Size and Forecast, By Product Type
 - 7.4.6.2. Market Size and Forecast, By Type
 - 7.4.6.3. Market Size and Forecast, By Sales Channel
 - 7.4.7. China Dry Mouth Relief Market
 - 7.4.7.1. Market Size and Forecast, By Product Type
 - 7.4.7.2. Market Size and Forecast, By Type
 - 7.4.7.3. Market Size and Forecast, By Sales Channel

- 7.4.8. India Dry Mouth Relief Market
 - 7.4.8.1. Market Size and Forecast, By Product Type
 - 7.4.8.2. Market Size and Forecast, By Type
 - 7.4.8.3. Market Size and Forecast, By Sales Channel
- 7.4.9. Australia Dry Mouth Relief Market
 - 7.4.9.1. Market Size and Forecast, By Product Type
 - 7.4.9.2. Market Size and Forecast, By Type
 - 7.4.9.3. Market Size and Forecast, By Sales Channel
- 7.4.10. South Korea Dry Mouth Relief Market
 - 7.4.10.1. Market Size and Forecast, By Product Type
 - 7.4.10.2. Market Size and Forecast, By Type
 - 7.4.10.3. Market Size and Forecast, By Sales Channel
- 7.4.11. Rest of Asia-Pacific Dry Mouth Relief Market
 - 7.4.11.1. Market Size and Forecast, By Product Type
 - 7.4.11.2. Market Size and Forecast, By Type
 - 7.4.11.3. Market Size and Forecast, By Sales Channel
- 7.5. LAMEA
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Product Type
 - 7.5.3. Market Size and Forecast, By Type
 - 7.5.4. Market Size and Forecast, By Sales Channel
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Dry Mouth Relief Market
 - 7.5.6.1. Market Size and Forecast, By Product Type
 - 7.5.6.2. Market Size and Forecast, By Type
 - 7.5.6.3. Market Size and Forecast, By Sales Channel
 - 7.5.7. Saudi Arabia Dry Mouth Relief Market
 - 7.5.7.1. Market Size and Forecast, By Product Type
 - 7.5.7.2. Market Size and Forecast, By Type
 - 7.5.7.3. Market Size and Forecast, By Sales Channel
 - 7.5.8. South Africa Dry Mouth Relief Market
 - 7.5.8.1. Market Size and Forecast, By Product Type
 - 7.5.8.2. Market Size and Forecast, By Type
 - 7.5.8.3. Market Size and Forecast, By Sales Channel
 - 7.5.9. Rest of LAMEA Dry Mouth Relief Market
 - 7.5.9.1. Market Size and Forecast, By Product Type
 - 7.5.9.2. Market Size and Forecast, By Type
 - 7.5.9.3. Market Size and Forecast, By Sales Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. SUNSTAR Suisse S.A.
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. Sanofi
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. BioXtra
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. A. S. Pharma
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot

- 9.4.4. Operating Business Segments
- 9.4.5. Product Portfolio
- 9.4.6. Business Performance
- 9.4.7. Key Strategic Moves and Developments
- 9.5. Colgate-Palmolive
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. 3M
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments
- 9.7. Fresenius Kabi
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Oralieve
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. Haleon
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives

- 9.9.3. Company Snapshot
- 9.9.4. Operating Business Segments
- 9.9.5. Product Portfolio
- 9.9.6. Business Performance
- 9.9.7. Key Strategic Moves and Developments
- 9.10. Parnell Pharmaceuticals Inc.
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments

I would like to order

Product name: Dry Mouth Relief Market By Product Type (Spray, Mouthwash, Gel, Lozenges, Others) ,
By Type (Over-the-counter (OTC) , Prescribed) By Sales Channel (Online, Offline) :
Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/DF2544BC6265EN.html>

Price: US\$ 2,655.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DF2544BC6265EN.html>