

# **Global Oral Rinse Market Size study, by Product (Antiseptic Mouthwash, Natural Mouthwash, Cosmetic Mouthwash, Fluoride Mouthwash), By Indication (Periodontitis, Mouth Ulcers, Gingivitis, Dry Mouth), By Distribution Channel (Retail Stores, Pharmacies, Online Stores) and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/G3D891269FABEN.html>

Date: September 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G3D891269FABEN

## **Abstracts**

Global Oral Rinse Market is valued at approximately XXX million in 2021 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2022-2028. Oral rinse or Mouthwash is an important method for maintaining oral health. Mouthwash is primarily used to reach inaccessible mouth areas that are difficult to clean with a toothbrush. It also aids in the prevention of caries and plaque formation. Hydrogen peroxide is frequently found in teeth-whitening mouthwash. Mouthwash products contain essential oils such as eucalyptus oil, peppermint oil, and thyme oil to refresh the breath. Rising oral hygiene awareness, rising per-capita income of people to afford personal care products, and an increase in cases of dental disorders are expected to drive market growth over the forecast period. Because of rising urbanisation and changing eating habits, the prevalence of oral diseases is steadily increasing in low and middle-income countries. According to the WHO fact sheet 2022, oral diseases have affected approximately 3.5 billion people worldwide. Common dental diseases that affect people throughout their lives include dental caries, oral cancer, and periodontal disease. According to the WHO, 2 billion people have permanent tooth caries, and 520 million children have primary tooth caries. Tobacco, alcohol, and sugary foods and beverages have all contributed to the rise of oral health problems and other noncommunicable diseases. One of the most common health issues is gum disease. Almost half of all adults aged 30 and up have signs of gum disease, and 9% of adults have severe gum disease. However, high cost of the product is expected to hamper the

market growth. Whereas, the high prevalence of aphthous ulcers is expected to provide a significant growth opportunity for the market during the forecast period.

The key regions considered for the global Oral Rinse market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominates the global market. This expansion is due to the high rate of adoption and awareness of oral care products. To capture a large share of the market, regional market players are constantly introducing innovative oral care products. Furthermore, the presence of a large number of market participants in the region will boost market growth during the forecast period. Asia Pacific is expected to have the fastest CAGR. Because of advancements in dental care services, the region is supported by a large population base in countries such as China, Japan, and India. Rising per capita income in these countries, allows people to invest in personal hygiene and oral care products.

Major market players included in this report are:

Colgate-Palmolive Company

Johnson & Johnson

GlaxoSmithKline

Unilever

Proctor & Gamble

Biot?ne

Himalaya Wellness Company

Amway

Dabur

Lion

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Antiseptic Mouthwash

Cosmetic Mouthwash

Natural Mouthwash

Fluoride Mouthwash

By Indication:

Periodontitis

Mouth Ulcers

Gingivitis

Dry Mouth

By Distribution Channel:

Retail Stores

Pharmacies

Online Stores

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Oral Rinse Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
  - 1.2.1. Oral Rinse Market, by Region, 2020-2028 (USD Million)
  - 1.2.2. Oral Rinse Market, by Product, 2020-2028 (USD Million)
  - 1.2.3. Oral Rinse Market, by Indication, 2020-2028 (USD Million)
  - 1.2.4. Oral Rinse Market, by Distribution Channel, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL ORAL RINSE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL ORAL RINSE MARKET DYNAMICS

- 3.1. Oral Rinse Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising cases of oral diseases
    - 3.1.1.2. Increasing awareness of oral hygiene
  - 3.1.2. Market Challenges
    - 3.1.2.1. High cost of the product
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Introduction of natural products

### CHAPTER 4. GLOBAL ORAL RINSE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL ORAL RINSE MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Oral Rinse Market by Product, Performance - Potential Analysis
- 6.3. Global Oral Rinse Market Estimates & Forecasts by Product, 2018-2028 (USD Million)
- 6.4. Oral Rinse Market, Sub Segment Analysis
  - 6.4.1. Antiseptic Mouthwash
  - 6.4.2. Cosmetic Mouthwash
  - 6.4.3. Natural Mouthwash
  - 6.4.4. Fluoride Mouthwash

## **CHAPTER 7. GLOBAL ORAL RINSE MARKET, BY INDICATION**

- 7.1. Market Snapshot
- 7.2. Global Oral Rinse Market by Indication, Performance - Potential Analysis
- 7.3. Global Oral Rinse Market Estimates & Forecasts by Indication, 2018-2028 (USD Million)
- 7.4. Oral Rinse Market, Sub Segment Analysis
  - 7.4.1. Periodontitis

- 7.4.2. Mouth Ulcers
- 7.4.3. Gingivitis
- 7.4.4. Dry Mouth
- 7.4.5. Global Oral Rinse Market, by Distribution Channel
- 7.5. Market Snapshot
- 7.6. Global Oral Rinse Market by Distribution Channel, Performance - Potential Analysis
- 7.7. Global Oral Rinse Market Estimates & Forecasts by Distribution Channel, 2018-2028 (USD Million)
- 7.8. Oral Rinse Market, Sub Segment Analysis
  - 7.8.1. Retail Stores
  - 7.8.2. Pharmacies
  - 7.8.3. Online Stores

## **CHAPTER 8. GLOBAL ORAL RINSE MARKET, REGIONAL ANALYSIS**

- 8.1. Oral Rinse Market, Regional Market Snapshot
- 8.2. North America Oral Rinse Market
  - 8.2.1. U.S. Oral Rinse Market
    - 8.2.1.1. Product breakdown estimates & forecasts, 2018-2028
    - 8.2.1.2. Indication breakdown estimates & forecasts, 2018-2028
    - 8.2.1.3. Distribution Channel breakdown estimates & forecasts, 2018-2028
  - 8.2.2. Canada Oral Rinse Market
- 8.3. Europe Oral Rinse Market Snapshot
  - 8.3.1. U.K. Oral Rinse Market
  - 8.3.2. Germany Oral Rinse Market
  - 8.3.3. France Oral Rinse Market
  - 8.3.4. Spain Oral Rinse Market
  - 8.3.5. Italy Oral Rinse Market
  - 8.3.6. Rest of Europe Oral Rinse Market
- 8.4. Asia-Pacific Oral Rinse Market Snapshot
  - 8.4.1. China Oral Rinse Market
  - 8.4.2. India Oral Rinse Market
  - 8.4.3. Japan Oral Rinse Market
  - 8.4.4. Australia Oral Rinse Market
  - 8.4.5. South Korea Oral Rinse Market
  - 8.4.6. Rest of Asia Pacific Oral Rinse Market
- 8.5. Latin America Oral Rinse Market Snapshot
  - 8.5.1. Brazil Oral Rinse Market
  - 8.5.2. Mexico Oral Rinse Market

## 8.6. Rest of The World Oral Rinse Market

# CHAPTER 9. COMPETITIVE INTELLIGENCE

## 9.1. Top Market Strategies

## 9.2. Company Profiles

### 9.2.1. Colgate-Palmolive Company

#### 9.2.1.1. Key Information

#### 9.2.1.2. Overview

#### 9.2.1.3. Financial (Subject to Data Availability)

#### 9.2.1.4. Indication Summary

#### 9.2.1.5. Recent Developments

### 9.2.2. Johnson & Johnson

### 9.2.3. GlaxoSmithKline

### 9.2.4. Unilever

### 9.2.5. Proctor & Gamble

### 9.2.6. Biot?ne

### 9.2.7. Himalaya Wellness Company

### 9.2.8. Amway

### 9.2.9. Dabur

### 9.2.10. Lion

# CHAPTER 10. RESEARCH PROCESS

## 10.1. Research Process

### 10.1.1. Data Mining

### 10.1.2. Analysis

### 10.1.3. Market Estimation

### 10.1.4. Validation

### 10.1.5. Publishing

## 10.2. Research Attributes

## 10.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Oral Rinse Market, report scope

TABLE 2. Global Oral Rinse Market estimates & forecasts by Region 2018-2028 (USD Million)

TABLE 3. Global Oral Rinse Market estimates & forecasts by Product 2018-2028 (USD Million)

TABLE 4. Global Oral Rinse Market estimates & forecasts by Indication 2018-2028 (USD Million)

TABLE 5. Global Oral Rinse Market estimates & forecasts by Distribution Channel 2018-2028 (USD Million)

TABLE 6. Global Oral Rinse Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 7. Global Oral Rinse Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 8. Global Oral Rinse Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 9. Global Oral Rinse Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 10. Global Oral Rinse Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 11. Global Oral Rinse Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 12. Global Oral Rinse Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 13. Global Oral Rinse Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 14. Global Oral Rinse Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 15. Global Oral Rinse Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 16. U.S. Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 17. U.S. Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 18. U.S. Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 19. Canada Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 20. Canada Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. Canada Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 22. UK Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 23. UK Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. UK Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 25. Germany Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 26. Germany Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. Germany Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 28. RoE Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 29. RoE Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. RoE Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 31. China Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 32. China Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. China Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 34. India Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 35. India Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. India Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 37. Japan Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 38. Japan Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 39. Japan Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 40. RoAPAC Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 41. RoAPAC Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 42. RoAPAC Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 43. Brazil Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 44. Brazil Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Brazil Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 46. Mexico Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 47. Mexico Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. Mexico Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 49. RoLA Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 50. RoLA Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. RoLA Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 52. Row Oral Rinse Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 53. Row Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. Row Oral Rinse Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 55. List of secondary sources, used in the study of global Oral Rinse Market

TABLE 56. List of primary sources, used in the study of global Oral Rinse Market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Oral Rinse Market, research methodology
- FIG 2. Global Oral Rinse Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Oral Rinse Market, key trends 2021
- FIG 5. Global Oral Rinse Market, growth prospects 2022-2028
- FIG 6. Global Oral Rinse Market, porters 5 force model
- FIG 7. Global Oral Rinse Market, pest analysis
- FIG 8. Global Oral Rinse Market, value chain analysis
- FIG 9. Global Oral Rinse Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Oral Rinse Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Oral Rinse Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Oral Rinse Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Oral Rinse Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Oral Rinse Market, regional snapshot 2018 & 2028
- FIG 15. North America Oral Rinse Market 2018 & 2028 (USD Million)
- FIG 16. Europe Oral Rinse Market 2018 & 2028 (USD Million)
- FIG 17. Asia Pacific Oral Rinse Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Oral Rinse Market 2018 & 2028 (USD Million)
- FIG 19. Global Oral Rinse Market, company market share analysis (2021)

## I would like to order

Product name: Global Oral Rinse Market Size study, by Product (Antiseptic Mouthwash, Natural Mouthwash, Cosmetic Mouthwash, Fluoride Mouthwash), By Indication (Periodontitis, Mouth Ulcers, Gingivitis, Dry Mouth), By Distribution Channel (Retail Stores, Pharmacies, Online Stores) and Regional Forecasts 2022-2028

Product link: <https://marketpublishers.com/r/G3D891269FABEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3D891269FABEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970