

# Global Gingivitis Market - 2025 -2033

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## Abstracts

### Gingivitis Treatment Market Size & Industry Outlook

The global gingivitis treatment Market Size reached US\$ 1.71Billion with a rise of US\$1.80Billion in 2024 and is expected to reach US\$ 2.90Billion by 2033, growing at a CAGR of 5.5% during the forecast period 2025-2033.

The global gingivitis treatment market is growing steadily, driven by increasing awareness of oral health and the rising prevalence of gum diseases. Factors contributing to growth include an aging population, technological advancements such as laser and enzymatic therapies, and the development of innovative oral care products. North America leads the market due to advanced healthcare infrastructure and high awareness, while Asia-Pacific is emerging rapidly. Treatments include non-surgical procedures, pharmacological therapies, and advanced minimally invasive options.

Owing to factors like the rising prevalence of gum diseases, in March 2025, the FDA reported that oral diseases, while largely preventable, posed a major health burden in many countries and affected people throughout their lifetimes, causing pain, discomfort, disfigurement, and even death. It was estimated that oral diseases impacted nearly 3.7 billion people worldwide.

### Key Highlights

North America dominates the gingivitis treatment market with the largest revenue share of 45.5% in 2024.

The Asia Pacific is the fastest-growing region and is expected to grow at the fastest CAGR of 7.5% over the forecast period.

Based on type, the Plaque Induced Gingivitis segment led the market with the largest revenue share of 41.3% in 2024.

Top companies in the gingivitis treatment market include Micro Labs USA, Inc., Pfizer Inc., 3M, Dr. Reddy's Laboratories Ltd., Abbott Laboratories, AbbVie, GlaxoSmithKline, Zydus Cadila, and Bausch Health Companies Inc., among others.

## Market Dynamics

### Drivers:

Rising awareness of oral health is significantly driving the gingivitis treatment market growth

A major factor propelling the market for gingivitis treatments is growing awareness of oral health. As people's awareness of the dangers of gum disease grows, they improve their daily hygiene habits and look for early detection and expert care. Demand for scaling, root planning, mouthwashes, medicated toothpastes, and cutting-edge treatments rises as a result of this understanding. Additionally, it supports public health programs that promote dental hygiene and government activities. In order to maintain long-term demand, educated consumers are more inclined to spend money on preventative treatment and routine dental exams. In general, rising knowledge of oral health issues enhances the use of novel products and treatment uptake, which in turn drives market expansion.

For instance, on 20 March 2025, World Oral Health Day highlighted oral health as essential for well-being. With 3.5 billion people affected globally, WHO urged action in Southeast Asia, promoting awareness, preventive care, and strategies for healthier mouths. The FDA supported implementing the WHO Regional Action Plan toward universal oral health coverage by 2030.

### Restraints:

Shortages of skilled dental professionals are hampering the growth of the gingivitis treatment market.

The market for gingivitis treatments is expanding slowly due to a lack of qualified dental

experts. Access to professional procedures, including scaling, root planing, and sophisticated laser therapies, is restricted due to a shortage of qualified dentists and dental hygienists, which results in lengthy wait times and a decline in patient enrollment. In addition, a shortage of skilled personnel hinders the uptake of new treatment technologies and lowers patient education and preventative care, all of which are essential for the early diagnosis of gingivitis. This scarcity is especially severe in rural and emerging nations, which limits market penetration and overall growth prospects for oral care product manufacturers and clinics.

For instance, recent data published by the CDC states that as of 2024, approximately 57 million Americans live in a dental health professional shortage area, and about 67% of those shortage areas are in rural communities. From 2016 to 2021, there has been about a 10% decrease in the percentage of low-income children and adolescents (aged 1–17) who had a past-year dental visit to get preventive dental care.

### Segmentation Analysis

The global gingivitis treatment market is segmented based on type, drug class, distribution channel, and region.

#### Type:

The plaque-induced gingivitis segment from type is dominating the gingivitis treatment market with a 41.3% share in 2024

The market for gingivitis treatments is dominated by plaque-induced gingivitis because of its high frequency and extensive effects. A significant section of the population is susceptible to this most prevalent type of gingivitis, which is brought on by the buildup of bacterial plaque on teeth. It is mostly avoidable and reversible, in contrast to other varieties, which supports both curative and preventive measures. Access and patient adoption are facilitated by the availability of proven therapies such as scaling, root planing, medicated toothpastes, and mouthwashes. Furthermore, early treatment is encouraged by public awareness efforts that place an emphasis on plaque reduction. Demand is further fueled by its possible development to periodontitis, which further solidifies its market domination.

For instance, in 2024, plaque-induced gingivitis remained the most prevalent form of gingival disease globally. A study published in the *Journal of Clinical Periodontology* found that nearly half (47.3%) of a study population aged 12–15 years exhibited plaque-

induced gingivitis, with 23.9% presenting localized and 23.3% generalized forms.

#### Drug Class:

The antiseptics segment is estimated to have a 40.3% of the gingivitis treatment market share in 2024

The market for gingivitis treatments is dominated by the antiseptics segment because of its extensive use, ease of access, and efficiency in treating plaque-induced gingivitis. First-line treatments include antiseptics like chlorhexidine and mouthwashes with essential oils since they lower the bacterial load, manage plaque buildup, and stop gum inflammation. They are very accessible due to their low cost and over-the-counter availability, which promotes both therapeutic and preventative use.

Antiseptics have fewer side effects than NSAIDs or antibiotics, making them safe for frequent usage and increasing patient compliance. The antiseptics segment's dominance is further reinforced by the global use of medicated mouthwashes and growing awareness of oral hygiene.

#### Geographical Analysis

North America dominates the global gingivitis treatment market with 45.5% in 2024.

North America dominates the global gingivitis treatment market due to high awareness of oral health, advanced dental infrastructure, and widespread insurance coverage. A high prevalence of gum disease, aging populations, and risk factors like smoking and diabetes further drive demand. Strong R&D, frequent product innovations, and regulatory support boost market growth. Higher disposable incomes and willingness to spend on oral care strengthen this dominance, with the U.S. holding the largest share and projected steady growth in the coming years.

For instance, in the U.S., 42.2% of adults aged 30+ have periodontitis, with 7.8% severe and 34.4% not severe. Prevalence rises with age and is highest among men (50.2%), Mexican Americans (59.7%), adults below the federal poverty level (60.4%), smokers (62.4%), and those with diabetes (59.9%).

Europe is the second region after North America, which is expected to dominate the global gingivitis treatment market with 32.5% in 2024.

The gingivitis treatment market in Europe is witnessing strong growth, led by countries such as Germany, the UK, and France. Key factors driving expansion include high awareness of oral health, widespread adoption of advanced dental care practices, and the availability of well-established healthcare systems. Regulatory support from agencies like the European Medicines Agency (EMA) and EU health directives promote preventive dental care and patient safety, boosting demand for specialized treatments. Rising dental tourism and technological innovations in dentistry further strengthen market growth across the region.

Germany is a leading market for gingivitis treatment in Europe, driven by a high prevalence of periodontal diseases, strong oral healthcare awareness, and an advanced dental infrastructure. The country's robust insurance coverage and government support for preventive dental care significantly encourage treatment adoption. In addition, the presence of leading pharmaceutical and dental product manufacturers, combined with ongoing R&D investments in innovative therapies, enhances market growth. Germany's aging population and demand for cosmetic dentistry also boost the gingivitis treatment segment.

For instance, In March 2025 bonyfAG secured its EU Patent for PerioTabs&PerioCream;; it provides at-home biofilm control to reduce gum diseases, while cream, applied professionally post-scaling, forms a protective barrier that reducing the clinical signs of gingivitis, periodontitis, peri-mucositis, and peri-implantitis

The Asia Pacific region is the fastest-growing region in the global gingivitis treatment market, with a CAGR of 7.5% in 2024.

The gingivitis treatment market in Asia-Pacific is expanding rapidly, driven by rising prevalence of periodontal diseases and increasing oral health awareness in countries like China, India, Japan, South Korea, and Australia. Growing middle-class populations, higher disposable incomes, and expanding access to modern dental care fuel demand for advanced treatments. In Australia, government-backed oral health initiatives and sophisticated dental practices boost adoption, while in China and India, improved healthcare infrastructure and rising patient awareness strengthen demand for preventive and therapeutic gingivitis solutions.

Australia's gingivitis treatment market is steadily growing, driven by public awareness, an aging population, and preventive dental care. Government programs like the National Oral Health Plan, Child Dental Benefits Schedule, and state initiatives (e.g., Happy Teeth Program) promote early diagnosis and treatment. National campaigns,

including Gum Disease Awareness Month and World Oral Health Day, further educate the public on maintaining gum health.

For instance, in August 2024, the Australian Dental Association's Dental Health Week 2024 highlighted that approximately 74% of Australian adults rarely or never floss, increasing the risk of gum disease. The campaign emphasized that bleeding gums are a red flag for serious health conditions and encouraged regular flossing, brushing twice daily with fluoride toothpaste, a balanced diet, and regular dental check-ups.

### Competitive Landscape

Top companies in the gingivitis treatment market include Micro Labs USA, Inc., Pfizer Inc., 3M, Dr. Reddy's Laboratories Ltd., Abbott Laboratories, AbbVie, GlaxoSmithKline, Zydus Cadila, and Bausch Health Companies Inc., among others.

**GSK plc:** GlaxoSmithKline (GSK) plc is a global healthcare company headquartered in London, UK, focusing on pharmaceuticals, vaccines, and consumer healthcare products. It operates its consumer health segment through Haleon, offering oral care, wellness, and over-the-counter products. GSK is known for brands like Sensodyne, Parodontax, and Voltaren, serving millions worldwide.

### Key Developments:

In January 2023, Ashland launched Saffragyl, a bifunctional that transforms oral health into a daily beauty regimen by proposing a natural, safe, and effective bioactive to take care of the biology of the gingiva. It offers a preventive answer to gums prone to gingivitis and is microbiome-friendly and gum-friendly and can be used daily.

The global gingivitis treatment market report delivers a detailed analysis with 62 key tables, more than 57 visually impactful figures, and 159 pages of expert insights, providing a complete view of the market landscape.

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