

Global Daily Cleansing Mouthwash Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Daily Cleansing Mouthwash market size was valued at US\$ 5248 million in 2025 and is forecast to a readjusted size of US\$ 7380 million by 2032 with a CAGR of 5.0% during review period.

Daily cleansing mouthwash, also referred to as cosmetic oral rinse or daily oral rinse, is a liquid oral care product designed for routine mouth rinsing, breath freshening, oral malodor control, and supplementary oral hygiene. It is generally formulated on an aqueous or hydroalcoholic base with flavoring agents, sweeteners, humectants, surfactants, pH regulators, and selected functional ingredients such as essential oils, CPC, fluoride, zinc salts, oxygenating agents, botanical extracts, or mineral-based systems. This study focuses on consumer-facing oral rinse products used in household, pharmacy, mass retail, e-commerce, dental recommendation, and travel-care settings.

According to our research, cleansing mouthwash is not merely an accessory used after toothpaste, but an extension of oral care from mechanical cleaning toward “instant breath management + daily rinsing care + light functional support.” Compared with toothpaste and toothbrushes, the consumption frequency, use scenarios, and price elasticity of mouthwash depend more heavily on the formation of user habits. Therefore, markets such as China, Southeast Asia, and India are still in the stage of penetration improvement and consumer education. Under the narrow scope, this report defines the category as oral rinses for daily cleansing, breath freshening, and non-prescription household care, excluding prescription treatment, post-operative hospital rinses, oral sprays, chewing gum, lozenges, and pure distribution revenue from the revenue model. This scope helps avoid overestimating the market size caused by broader oral care or medical gargle definitions.

From a product-route perspective, alcohol-free formulas, low-irritation formulas, breath management, children and family use, portable formats, and pharmacy-oriented professional care are the clearer structural directions at present. Growth in Europe and North America mainly comes from SKU upgrades by mature brands, breath-management segmentation, and retail private-label penetration. The Japanese market has long favored low-irritation, drugstore-oriented, and daily rinsing products. The Chinese market is characterized by new consumer packaging, portability, e-commerce communication, and extensions by local oral care brands. CPC, essential oils, fluoride, zinc salts, oxygenating systems, botanical ingredients, and hydroxyapatite routes coexist, but the competitive focus of cleansing mouthwash is not only on active ingredients, but also on the overall balance of claim credibility, taste acceptance, repeat purchase, and channel reach.

From an industry-development perspective, the global oral care sector continues to strengthen scale advantages through mergers and acquisitions, capacity deployment, and supply-chain adjustments. From 2026 to 2032, the industry is expected to maintain mid-single-digit growth, growing faster than traditional toothbrushes and close to premium toothpaste, but slower than early-stage high-growth consumer products. Long-term risks mainly come from insufficient consumer usage frequency, stricter regulation of strong functional claims, substitution by toothpaste and oral sprays, and private-label price competition compressing brand premiums.

This report is a detailed and comprehensive analysis for global Daily Cleansing Mouthwash market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Daily Cleansing Mouthwash market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Daily Cleansing Mouthwash market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Daily Cleansing Mouthwash market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Daily Cleansing Mouthwash market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Daily Cleansing Mouthwash
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Daily Cleansing Mouthwash market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include The Procter & Gamble Company, Colgate-Palmolive Company, Kenvue Inc., Unilever PLC, Haleon plc, Church & Dwight Co., Inc., Lion Corporation, Sunstar Group, Earth Corporation, Opella Healthcare Group, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Daily Cleansing Mouthwash market is split by Type and by Sale Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sale Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Fresh Breath Mouthwash

Whitening Support Mouthwash

Other

Market segment by Formula / Active System

Essential Oil System

CPC System

Fluoride System

Alcohol-free Mild Formula

Other

Market segment by Packaging Format

Standard Bottle

Large Family Bottle

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

The Procter & Gamble Company

Colgate-Palmolive Company

Kenvue Inc.

Unilever PLC

Haleon plc

Church & Dwight Co., Inc.

Lion Corporation

Sunstar Group

Earth Corporation

Opella Healthcare Group

Amway Corp.

Dabur Ltd.

LG Household & Health Care Ltd.

Aekyung Industrial Co., Ltd.

Vi-Jon, LLC

DENTAID S.L.

Curasept S.p.A.

Laboratorios KIN S.A.

Curaden AG

Covestus Holdings Ltd.

Weimeizi Industrial (Guangdong) Co., Ltd.

Perfect Group Corp., Ltd.

Chongqing Dencare Oral Care Products Co., Ltd.

Liuzhou Liangmianzhen Co., Ltd.

Sangi Co., Ltd.

Rowpar Pharmaceuticals, Inc.

SmartMouth Oral Health Laboratories

The Natural Dentist

CANBAN

OraLabs, Inc.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Daily Cleansing Mouthwash product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Daily Cleansing Mouthwash, with price,

sales quantity, revenue, and global market share of Daily Cleansing Mouthwash from 2021 to 2026.

Chapter 3, the Daily Cleansing Mouthwash competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Daily Cleansing Mouthwash breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Sale Channel, with sales market share and growth rate by Type, by Sale Channel, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Daily Cleansing Mouthwash market forecast, by regions, by Type, and by Sale Channel, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

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