

Global Mouthwash Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/GEE5B962836EN.html

Date: January 2024 Pages: 111 Price: US\$ 3,480.00 (Single User License) ID: GEE5B962836EN

Abstracts

According to our (Global Info Research) latest study, the global Mouthwash market size was valued at USD 3227.8 million in 2023 and is forecast to a readjusted size of USD 4651.7 million by 2030 with a CAGR of 5.4% during review period.

Mouthwash is a liquid oral product designed to freshen breath. Certain varieties may also kill bacteria and whiten teeth.

The main Mouthwash players include Johnson & Johnson, P&G, Colgate, etc. The top three Mouthwash players account for approximately 65% of the total global market. Americas is the largest consumer market for Mouthwash accounting for about 55%, followed by Asia-Pacific and Europe. In terms of Type, Therapeutic Mouthwash is the largest segment, with a share about 71%. And in terms of Application, the largest application is Household, followed by Hospital & Dental Clinic.

The Global Info Research report includes an overview of the development of the Mouthwash industry chain, the market status of Household (Therapeutic Mouthwash, Cosmetic Mouthwash), Hospital & Dental Clinic (Therapeutic Mouthwash, Cosmetic Mouthwash), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mouthwash.

Regionally, the report analyzes the Mouthwash markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Mouthwash market, with robust domestic demand, supportive policies, and a strong manufacturing base.



Key Features:

The report presents comprehensive understanding of the Mouthwash market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Mouthwash industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Therapeutic Mouthwash, Cosmetic Mouthwash).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Mouthwash market.

Regional Analysis: The report involves examining the Mouthwash market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Mouthwash market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Mouthwash:

Company Analysis: Report covers individual Mouthwash manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Mouthwash This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Household, Hospital & Dental Clinic).

Technology Analysis: Report covers specific technologies relevant to Mouthwash. It



assesses the current state, advancements, and potential future developments in Mouthwash areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Mouthwash market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Mouthwash market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Therapeutic Mouthwash

Cosmetic Mouthwash

Market segment by Application

Household

Hospital & Dental Clinic

Major players covered

Johnson & Johnson

P&G

Colgate



GSK

Sunstar

Sanofi

Lion Corporation

NYSCPS

Kao Corporation

Veimeizi

Amway

Guilin Sanjin Pharmaceutical Company Limited

Twin Lotus

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 Mouthwash product scope, market overview, market estimation caveats and base year.



Chapter 2, to profile the top manufacturers of Mouthwash, with price, sales, revenue and global market share of Mouthwash from 2019 to 2024.

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

Chapter 4, the Mouthwash breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023.and Mouthwash market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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

Chapter 13, the key raw materials and key suppliers, and industry chain of Mouthwash.

Chapter 14 and 15, to describe Mouthwash sales channel, distributors, customers, research findings and conclusion.



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