

Global Non-prescription Mouthwashes Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G5C7F74A54B4EN.html>

Date: January 2024

Pages: 120

Price: US\$ 3,480.00 (Single User License)

ID: G5C7F74A54B4EN

Abstracts

According to our (Global Info Research) latest study, the global Non-prescription Mouthwashes market size was valued at USD 4084 million in 2023 and is forecast to a readjusted size of USD 5874.5 million by 2030 with a CAGR of 5.3% during review period.

Rinsing is a common oral cleaning aid. The most-commonly-used mouthwashes are commercial antiseptics, which are used at home as part of an oral hygiene routine. Mouthwashes combine ingredients to treat a variety of oral conditions. Usually mouthwashes are antiseptic solutions intended to reduce the microbial load in the mouth, although other mouthwashes might be given for other reasons such as for their analgesic, anti-inflammatory or anti-fungal action.

Johnson & Johnson and Colgate-Palmolive are the top 2 companies in global non-prescription mouthwashes market and account for over 50% of total market share. Geographically speaking, North America holds about 40% of global market share, followed by Europe with about 20% share. In terms of type, alcoholic segment holds a main share of about 65%. In terms of distribution channel, supermarket & hypermarket segment accounts for about 40% of the global share.

The Global Info Research report includes an overview of the development of the Non-prescription Mouthwashes industry chain, the market status of Supermarket & Hypermarket (Alcoholic, Non-alcoholic), Online Sale (Alcoholic, Non-alcoholic), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Non-prescription Mouthwashes.

Regionally, the report analyzes the Non-prescription Mouthwashes 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 Non-prescription Mouthwashes market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Non-prescription Mouthwashes 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 Non-prescription Mouthwashes 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., Alcoholic, Non-alcoholic).

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 Non-prescription Mouthwashes market.

Regional Analysis: The report involves examining the Non-prescription Mouthwashes 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 Non-prescription Mouthwashes market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Non-prescription Mouthwashes:

Company Analysis: Report covers individual Non-prescription Mouthwashes

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 Non-prescription Mouthwashes. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarket & Hypermarket, Online Sale).

Technology Analysis: Report covers specific technologies relevant to Non-prescription Mouthwashes. It assesses the current state, advancements, and potential future developments in Non-prescription Mouthwashes areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Non-prescription Mouthwashes 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

Non-prescription Mouthwashes 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

Alcoholic

Non-alcoholic

Market segment by Application

Supermarket & Hypermarket

Online Sale

Retail & Convenience Store

Drugstore

Others

Major players covered

Johnson & Johnson

Colgate-Palmolive

Crest(P&G)

Unilever

Sunstar

GSK

Kao Corporation

Lion Corporation

TheraBreath

Weleda

PIERAS CO

Dentyl Active (Venture Life Group)

NYSCPS

Weimeizi

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 Non-prescription Mouthwashes product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Non-prescription Mouthwashes 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 Non-prescription Mouthwashes 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 Non-prescription Mouthwashes.

Chapter 14 and 15, to describe Non-prescription Mouthwashes sales channel, distributors, customers, research findings and conclusion.

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