

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Mouthwash Market 2018, Forecast to 2023**

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## **Abstracts**

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

### **SCOPE OF THE REPORT:**

This report focuses on the Mouthwash in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. In the long run, product innovation will be the main factor supporting the category's development. Premium oral care products with advanced technology are seeing growing popularity as consumers have been more serious about their oral care and are looking for more effective products. Consequently, unit prices are likely to rise correspondingly. Instead of competing on price, these products will compete on benefits, forcing consumers to decide which products will allow them to get the best value for money.

Through several months' investigation and analysis, the project team gets the following conclusions:

First, Globule Mouthwash capacity has stable expanded in recent years. World production and consumption of Mouthwash have also recently increased significantly. With advances in chemical technology, mouthwashes of the future will be designed with a larger array of and more improved functions. In the past, mouthwashes were primarily powerful breath fresheners. They eventually evolved into tooth protectors. Today, products are available to not only fight bad breath but whiten teeth and help battle cavity formation and gum recession.

Second, many companies have several plants, usually close to aimed consumption

market. There are international companies setting up factories in China too, such as P&G. Some new technologies that will undoubtedly be adapted to mouthwash products have recently been discovered. This prevents the cavity-causing bacteria to adhere to the tooth and thus inhibits cavity formation. Using this technology, they have created a mouthwash that may prevent tooth decay for up to three months. Another new mouthwash may actually contain good bacteria to kill the odor-and cavity-causing germ *Streptococcus* mutants. Using genetic engineering, scientists at the University Of Florida College Of Dentistry developed this bacterium and are now testing it in humans to determine whether it can be used. Ultimately, this new bacteria may be added to mouthwash products and thereby revolutionizing oral care.

Third, all manufactures in the world are committed to the improvement of product. These two years, some Chinese manufactures can almost catch up with the world's leading technology too.

Fourth, the import and export percent of this industry is not high, and many international manufactures expand their business through building factories or investments.

Fifth, company mergers and acquisitions, and inter-companies cooperation have occurred for development and growth. As the downstream consumption usually follows with developed and rapid economic growth areas, the developed areas' companies prefers investing to underdevelopment regions these years.

Sixth, this industry is affected by the economy and policy, so it's important to put an eye to economic indexes and leaders' prefer. With the global economic recovery, more and more people pay attention to rising environment standards, especially in underdevelopment regions that have a large population and fast economic growth, the need of Mouthwash will increase.

Seventh, we tend to believe this industry now is close to mature, and the consumption increasing degree will show a smooth curve. On product prices, the slow downward trend in recent years will maintain in the future, as competition intensifies, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in gross margin.

The worldwide market for Mouthwash is expected to grow at a CAGR of roughly 1.9% over the next five years, will reach 4050 million US\$ in 2023, from 3610 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Johnson

P&G

Colgate

Sunstar

CHTT

GSK

Dr Harold Katz

Lion

TP

Tom's Of Miane

Amway

KAO

RP

Sarakan

Sanjin

Hawley Hazel

Twin Lotus

Veimeizi

Whealthfields

Whitecat

Hutchison

Masson

Quankang

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Cosmetic Mouthwashes

Therapeutic Mouthwashes

Others

Market Segment by Applications, can be divided into

Family

Dental hospital

Others

There are 15 Chapters to deeply display the global Mouthwash market.

Chapter 1, to describe Mouthwash Introduction, product scope, market overview,

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market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Mouthwash, with sales, revenue, and price of Mouthwash, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Mouthwash, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Mouthwash market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Mouthwash sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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