

Global Therapeutic 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 Therapeutic Mouthwash market size was valued at US\$ 2727 million in 2025 and is forecast to a readjusted size of US\$ 3911 million by 2032 with a CAGR of 5.2% during review period.

Therapeutic mouthwash, also referred to as medicated oral rinse, refers to liquid oral-care products used by rinsing, swishing or short-term contact with oral tissues and formulated with functional active ingredients for antimicrobial, antiplaque, anticaries, gum-care, mucosal-care or dry-mouth relief purposes. This study focuses on finished oral rinse products with clear preventive, therapeutic, adjunctive treatment or professional oral-care positioning, including OTC fluoride rinses, prescription or pharmacy-dispensed chlorhexidine rinses, CPC-based anti-gingivitis mouthwashes, essential-oil antiseptic rinses, periodontal and post-surgical oral rinses, quasi-drug mouthwashes in Japan, approved medicated oral rinses in China, and dry-mouth oral rinses used to moisturize and protect oral tissues. The key value of this product category lies in the interaction between active ingredients and oral biofilm, enamel, gingival tissues or mucosa, thereby supporting plaque control, gingivitis management, cavity prevention, post-procedure care and symptom relief in daily and professional oral-health routines.

From an industry-definition perspective, therapeutic mouthwash is best understood as a functional oral-health category rather than a premium segment of ordinary breath-freshening mouthwash. Its boundary is determined by active ingredients, claims, regulatory status and clinical use cases. Chlorhexidine-based rinses are typically associated with gingivitis management, periodontal procedures, post-surgical oral care and mucosal conditions; fluoride rinses are positioned around anticaries protection and

enamel support; CPC, essential-oil and other antimicrobial systems are used for plaque, gingivitis, halitosis and daily preventive care. Because regulatory classifications differ across markets, a global study must combine product function, active ingredient and application scenario instead of relying only on broad retail mouthwash definitions. This is why the current study uses a narrow therapeutic / medicated oral rinse scope and separates broad longlist coverage from the revenue-model scope.

From the demand perspective, growth is mainly driven by the shift in oral health management from post-treatment intervention to daily prevention and professional adjunctive care. Aging populations, the rising penetration of orthodontic treatment and dental implants, the management of gingivitis and periodontal problems, chronic disease- and medication-related dry mouth, and consumer preference for alcohol-free, low-irritation and high-efficacy oral care products are jointly supporting higher penetration of therapeutic mouthwash. From the policy environment perspective, increasing attention to oral health within global public health systems provides a long-term demand foundation for anticavity, gum-care and professional oral hygiene products. The competitive focus of the industry is shifting from simple channel coverage toward brand equity, clinical validation, formulation differentiation and professional dental recommendation capability.

This report is a detailed and comprehensive analysis for global Therapeutic 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 Therapeutic Mouthwash market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Therapeutic 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 Therapeutic 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 Therapeutic 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 Therapeutic 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 Therapeutic 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, Unilever PLC, Colgate-Palmolive Company, Kenvue Inc., Haleon plc, Church & Dwight Co., Inc., Opella Healthcare Group SAS, Sunstar Group, Lion Corporation, Earth Corporation, etc.

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

Market Segmentation

Therapeutic 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

Antiseptic Mouthwash

Non-antimicrobial Mouthwash

Market segment by Regulatory Status

Prescription Oral Rinse

OTC Drug Mouthwash

Market segment by Duration of Use

Short-term Therapeutic Use

Intermittent Professional Use

Long-term Maintenance Use

Symptom-driven Use

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

The Procter & Gamble Company

Unilever PLC

Colgate-Palmolive Company

Kenvue Inc.

Haleon plc

Church & Dwight Co., Inc.

Opella Healthcare Group SAS

Sunstar Group

Lion Corporation

Earth Corporation

Dabur India Ltd.

Curaden AG

Dentaid S.L.

Pierre Fabre Group

Curasept S.p.A.

LACER, S.A.

ISDIN S.A.

Laboratorios KIN S.A.

Solventum Corporation

TePe Oral Hygiene Products AB

Venture Life Group plc

CloSYS

ICPA Health Products Ltd.

Jiangsu Chenpai Bangde Yaoye Youxian Gongsi

Bukwang Pharmaceutical Co., Ltd.

Jinzhou Bentian Pharmaceutical Co., Ltd.

Xttrium Laboratories, Inc.

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

Chapter 2, to profile the top manufacturers of Therapeutic Mouthwash, with price, sales quantity, revenue, and global market share of Therapeutic Mouthwash from 2021 to 2026.

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

Chapter 4, the Therapeutic 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 Therapeutic 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.

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

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

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