

# **Oral Rinse Market Size, Share & Trends Analysis Report By Product (Antiseptic Mouthwash, Natural Mouthwash), By Indication, By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Oral Rinse Market Growth & Trends**

The global oral rinse market size is expected to reach USD 11.9 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 7.1% from 2022 to 2030. The increasing cases of dental diseases and growing awareness regarding dental hygiene are expected to fuel the market growth. As per the WHO (World Health Organization) fact sheet 2022, oral diseases have affected around 3.5 billion people globally. Dental caries, oral cancer, and periodontal diseases are common dental diseases that affect people throughout their life. The lack of appropriate oral care facilities in developing countries and unequal distribution of oral care professionals to meet the need of the population are the major factors responsible for the growth of oral diseases.

The COVID-19 pandemic has impacted the supply chain of the products and consumer buying behavior due to the lockdown, which has shifted the buying behavior from offline to online channels. The pandemic has increased the requirement for oral care products such as mouthwash, oral spray, and antibacterial bristles for maintaining oral hygiene. The major market players such as Colgate and Johnson & Johnson have witnessed an increase in the sale of oral care products due to the rising awareness regarding maintaining oral hygiene.

Dental awareness is necessary to help people to invest in their oral hygiene. Various campaigns are also initiated by the government and market players to maintain the market share. For instance, Pepsodent launched Brush with Me campaign for promoting brushing teeth twice a day. Similarly, oral bacteria which can lead to plaque build-up or gum disease can be eliminated by mouthwashes. Advancements in mouthwash production such as Rutgers School of Dental Medicine have discovered different types of mouthwash that can help in preventing the COVID-19 virus in laboratory settings and avoiding it from replicating in a human cell.

### Oral Rinse Market Report Highlights

In terms of product, antiseptic mouthwash emerged as the largest segment in 2021 as it is ideal for providing both fresh breath and killing germs and bacteria

Based on indication, the periodontitis segment accounted for the largest revenue share in 2021 owing to poor oral hygiene and uncontrolled bacteria from dental plaque

By distribution channel, the online stores segment is estimated to register the fastest CAGR over the forecast period owing to a large number of products with better prices

North America dominated the market in 2021 due to the higher adoption rate and awareness regarding using mouthwash products

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