

Global Mouthwash Market Growth 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Mouthwash market size was valued at US\$ 3068.8 million in 2023. With growing demand in downstream market, the Mouthwash is forecast to a readjusted size of US\$ 4556.5 million by 2030 with a CAGR of 5.8% during review period.

The research report highlights the growth potential of the global Mouthwash market. Mouthwash are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Mouthwash. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Mouthwash market.

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.

Key Features:

The report on Mouthwash market reflects various aspects and provide valuable insights



into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Mouthwash market. It may include historical data, market segmentation by Type (e.g., Therapeutic Mouthwash, Cosmetic Mouthwash), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Mouthwash market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Mouthwash market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Mouthwash industry. This include advancements in Mouthwash technology, Mouthwash new entrants, Mouthwash new investment, and other innovations that are shaping the future of Mouthwash.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Mouthwash market. It includes factors influencing customer ' purchasing decisions, preferences for Mouthwash product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Mouthwash market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Mouthwash market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Mouthwash market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Mouthwash industry. This includes projections of market size, growth rates, regional trends, and predictions on



technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Mouthwash market.

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.

Segmentation by type

Therapeutic Mouthwash

Cosmetic Mouthwash

Segmentation by application

Household

Hospital & Dental Clinic

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil



APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries



The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Johnson & Johnson
P&G
Colgate
GSK
Sunstar
Sanofi
Lion Corporation
NYSCPS
Kao Corporation
Veimeizi
Amway
Guilin Sanjin Pharmaceutical Company Limited
Twin Lotus
Kay Questiens Addressed in this Depart
Key Questions Addressed in this Report
What is the 10-year outlook for the global Mouthwash market?
What factors are driving Mouthwash market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?



How do Mouthwash market opportunities vary by end market size?

How does Mouthwash break out type, application?



Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Mouthwash Annual Sales 2019-2030
- 2.1.2 World Current & Future Analysis for Mouthwash by Geographic Region, 2019, 2023 & 2030
- 2.1.3 World Current & Future Analysis for Mouthwash by Country/Region, 2019, 2023 & 2030
- 2.2 Mouthwash Segment by Type
 - 2.2.1 Therapeutic Mouthwash
- 2.2.2 Cosmetic Mouthwash
- 2.3 Mouthwash Sales by Type
 - 2.3.1 Global Mouthwash Sales Market Share by Type (2019-2024)
 - 2.3.2 Global Mouthwash Revenue and Market Share by Type (2019-2024)
- 2.3.3 Global Mouthwash Sale Price by Type (2019-2024)
- 2.4 Mouthwash Segment by Application
 - 2.4.1 Household
 - 2.4.2 Hospital & Dental Clinic
- 2.5 Mouthwash Sales by Application
- 2.5.1 Global Mouthwash Sale Market Share by Application (2019-2024)
- 2.5.2 Global Mouthwash Revenue and Market Share by Application (2019-2024)
- 2.5.3 Global Mouthwash Sale Price by Application (2019-2024)

3 GLOBAL MOUTHWASH BY COMPANY

3.1 Global Mouthwash Breakdown Data by Company



- 3.1.1 Global Mouthwash Annual Sales by Company (2019-2024)
- 3.1.2 Global Mouthwash Sales Market Share by Company (2019-2024)
- 3.2 Global Mouthwash Annual Revenue by Company (2019-2024)
- 3.2.1 Global Mouthwash Revenue by Company (2019-2024)
- 3.2.2 Global Mouthwash Revenue Market Share by Company (2019-2024)
- 3.3 Global Mouthwash Sale Price by Company

3.4 Key Manufacturers Mouthwash Producing Area Distribution, Sales Area, Product Type

- 3.4.1 Key Manufacturers Mouthwash Product Location Distribution
- 3.4.2 Players Mouthwash Products Offered
- 3.5 Market Concentration Rate Analysis
- 3.5.1 Competition Landscape Analysis
- 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

4 WORLD HISTORIC REVIEW FOR MOUTHWASH BY GEOGRAPHIC REGION

- 4.1 World Historic Mouthwash Market Size by Geographic Region (2019-2024)
- 4.1.1 Global Mouthwash Annual Sales by Geographic Region (2019-2024)
- 4.1.2 Global Mouthwash Annual Revenue by Geographic Region (2019-2024)
- 4.2 World Historic Mouthwash Market Size by Country/Region (2019-2024)
- 4.2.1 Global Mouthwash Annual Sales by Country/Region (2019-2024)
- 4.2.2 Global Mouthwash Annual Revenue by Country/Region (2019-2024)
- 4.3 Americas Mouthwash Sales Growth
- 4.4 APAC Mouthwash Sales Growth
- 4.5 Europe Mouthwash Sales Growth
- 4.6 Middle East & Africa Mouthwash Sales Growth

5 AMERICAS

- 5.1 Americas Mouthwash Sales by Country
- 5.1.1 Americas Mouthwash Sales by Country (2019-2024)
- 5.1.2 Americas Mouthwash Revenue by Country (2019-2024)
- 5.2 Americas Mouthwash Sales by Type
- 5.3 Americas Mouthwash Sales by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico



5.7 Brazil

6 APAC

- 6.1 APAC Mouthwash Sales by Region
- 6.1.1 APAC Mouthwash Sales by Region (2019-2024)
- 6.1.2 APAC Mouthwash Revenue by Region (2019-2024)
- 6.2 APAC Mouthwash Sales by Type
- 6.3 APAC Mouthwash Sales by Application
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

- 7.1 Europe Mouthwash by Country
- 7.1.1 Europe Mouthwash Sales by Country (2019-2024)
- 7.1.2 Europe Mouthwash Revenue by Country (2019-2024)
- 7.2 Europe Mouthwash Sales by Type
- 7.3 Europe Mouthwash Sales by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Mouthwash by Country
 - 8.1.1 Middle East & Africa Mouthwash Sales by Country (2019-2024)
- 8.1.2 Middle East & Africa Mouthwash Revenue by Country (2019-2024)
- 8.2 Middle East & Africa Mouthwash Sales by Type
- 8.3 Middle East & Africa Mouthwash Sales by Application
- 8.4 Egypt
- 8.5 South Africa



8.6 Israel8.7 Turkey8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Mouthwash
- 10.3 Manufacturing Process Analysis of Mouthwash
- 10.4 Industry Chain Structure of Mouthwash

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
- 11.1.1 Direct Channels
- 11.1.2 Indirect Channels
- 11.2 Mouthwash Distributors
- 11.3 Mouthwash Customer

12 WORLD FORECAST REVIEW FOR MOUTHWASH BY GEOGRAPHIC REGION

- 12.1 Global Mouthwash Market Size Forecast by Region
- 12.1.1 Global Mouthwash Forecast by Region (2025-2030)
- 12.1.2 Global Mouthwash Annual Revenue Forecast by Region (2025-2030)
- 12.2 Americas Forecast by Country
- 12.3 APAC Forecast by Region
- 12.4 Europe Forecast by Country
- 12.5 Middle East & Africa Forecast by Country
- 12.6 Global Mouthwash Forecast by Type
- 12.7 Global Mouthwash Forecast by Application

13 KEY PLAYERS ANALYSIS



- 13.1 Johnson & Johnson
- 13.1.1 Johnson & Johnson Company Information
- 13.1.2 Johnson & Johnson Mouthwash Product Portfolios and Specifications

13.1.3 Johnson & Johnson Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)

- 13.1.4 Johnson & Johnson Main Business Overview
- 13.1.5 Johnson & Johnson Latest Developments

13.2 P&G

- 13.2.1 P&G Company Information
- 13.2.2 P&G Mouthwash Product Portfolios and Specifications
- 13.2.3 P&G Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.2.4 P&G Main Business Overview
- 13.2.5 P&G Latest Developments

13.3 Colgate

- 13.3.1 Colgate Company Information
- 13.3.2 Colgate Mouthwash Product Portfolios and Specifications
- 13.3.3 Colgate Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.3.4 Colgate Main Business Overview
- 13.3.5 Colgate Latest Developments
- 13.4 GSK
- 13.4.1 GSK Company Information
- 13.4.2 GSK Mouthwash Product Portfolios and Specifications
- 13.4.3 GSK Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.4.4 GSK Main Business Overview
- 13.4.5 GSK Latest Developments
- 13.5 Sunstar
 - 13.5.1 Sunstar Company Information
 - 13.5.2 Sunstar Mouthwash Product Portfolios and Specifications
- 13.5.3 Sunstar Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.5.4 Sunstar Main Business Overview
- 13.5.5 Sunstar Latest Developments

13.6 Sanofi

- 13.6.1 Sanofi Company Information
- 13.6.2 Sanofi Mouthwash Product Portfolios and Specifications
- 13.6.3 Sanofi Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.6.4 Sanofi Main Business Overview
- 13.6.5 Sanofi Latest Developments
- 13.7 Lion Corporation
- 13.7.1 Lion Corporation Company Information



13.7.2 Lion Corporation Mouthwash Product Portfolios and Specifications

13.7.3 Lion Corporation Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)

- 13.7.4 Lion Corporation Main Business Overview
- 13.7.5 Lion Corporation Latest Developments

13.8 NYSCPS

- 13.8.1 NYSCPS Company Information
- 13.8.2 NYSCPS Mouthwash Product Portfolios and Specifications
- 13.8.3 NYSCPS Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.8.4 NYSCPS Main Business Overview
- 13.8.5 NYSCPS Latest Developments
- 13.9 Kao Corporation
- 13.9.1 Kao Corporation Company Information
- 13.9.2 Kao Corporation Mouthwash Product Portfolios and Specifications
- 13.9.3 Kao Corporation Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.9.4 Kao Corporation Main Business Overview
- 13.9.5 Kao Corporation Latest Developments
- 13.10 Veimeizi
 - 13.10.1 Veimeizi Company Information
- 13.10.2 Veimeizi Mouthwash Product Portfolios and Specifications
- 13.10.3 Veimeizi Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.10.4 Veimeizi Main Business Overview
- 13.10.5 Veimeizi Latest Developments

13.11 Amway

- 13.11.1 Amway Company Information
- 13.11.2 Amway Mouthwash Product Portfolios and Specifications
- 13.11.3 Amway Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.11.4 Amway Main Business Overview
- 13.11.5 Amway Latest Developments

13.12 Guilin Sanjin Pharmaceutical Company Limited

13.12.1 Guilin Sanjin Pharmaceutical Company Limited Company Information

13.12.2 Guilin Sanjin Pharmaceutical Company Limited Mouthwash Product Portfolios and Specifications

13.12.3 Guilin Sanjin Pharmaceutical Company Limited Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)

- 13.12.4 Guilin Sanjin Pharmaceutical Company Limited Main Business Overview
- 13.12.5 Guilin Sanjin Pharmaceutical Company Limited Latest Developments 13.13 Twin Lotus



- 13.13.1 Twin Lotus Company Information
- 13.13.2 Twin Lotus Mouthwash Product Portfolios and Specifications
- 13.13.3 Twin Lotus Mouthwash Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.13.4 Twin Lotus Main Business Overview
- 13.13.5 Twin Lotus Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION



List Of Tables

LIST OF TABLES

Table 1. Mouthwash Annual Sales CAGR by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Table 2. Mouthwash Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)

Table 3. Major Players of Therapeutic Mouthwash

Table 4. Major Players of Cosmetic Mouthwash

Table 5. Global Mouthwash Sales by Type (2019-2024) & (K Units)

Table 6. Global Mouthwash Sales Market Share by Type (2019-2024)

Table 7. Global Mouthwash Revenue by Type (2019-2024) & (\$ million)

Table 8. Global Mouthwash Revenue Market Share by Type (2019-2024)

- Table 9. Global Mouthwash Sale Price by Type (2019-2024) & (USD/Unit)
- Table 10. Global Mouthwash Sales by Application (2019-2024) & (K Units)
- Table 11. Global Mouthwash Sales Market Share by Application (2019-2024)

Table 12. Global Mouthwash Revenue by Application (2019-2024)

- Table 13. Global Mouthwash Revenue Market Share by Application (2019-2024)
- Table 14. Global Mouthwash Sale Price by Application (2019-2024) & (USD/Unit)

Table 15. Global Mouthwash Sales by Company (2019-2024) & (K Units)

- Table 16. Global Mouthwash Sales Market Share by Company (2019-2024)
- Table 17. Global Mouthwash Revenue by Company (2019-2024) (\$ Millions)
- Table 18. Global Mouthwash Revenue Market Share by Company (2019-2024)
- Table 19. Global Mouthwash Sale Price by Company (2019-2024) & (USD/Unit)

Table 20. Key Manufacturers Mouthwash Producing Area Distribution and Sales Area

- Table 21. Players Mouthwash Products Offered
- Table 22. Mouthwash Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)
- Table 23. New Products and Potential Entrants
- Table 24. Mergers & Acquisitions, Expansion
- Table 25. Global Mouthwash Sales by Geographic Region (2019-2024) & (K Units)
- Table 26. Global Mouthwash Sales Market Share Geographic Region (2019-2024)

Table 27. Global Mouthwash Revenue by Geographic Region (2019-2024) & (\$ millions)

- Table 28. Global Mouthwash Revenue Market Share by Geographic Region (2019-2024)
- Table 29. Global Mouthwash Sales by Country/Region (2019-2024) & (K Units) Table 30. Global Mouthwash Sales Market Share by Country/Region (2019-2024) Table 31. Global Mouthwash Revenue by Country/Region (2019-2024) & (\$ millions)



Table 32. Global Mouthwash Revenue Market Share by Country/Region (2019-2024) Table 33. Americas Mouthwash Sales by Country (2019-2024) & (K Units) Table 34. Americas Mouthwash Sales Market Share by Country (2019-2024) Table 35. Americas Mouthwash Revenue by Country (2019-2024) & (\$ Millions) Table 36. Americas Mouthwash Revenue Market Share by Country (2019-2024) Table 37. Americas Mouthwash Sales by Type (2019-2024) & (K Units) Table 38. Americas Mouthwash Sales by Application (2019-2024) & (K Units) Table 39. APAC Mouthwash Sales by Region (2019-2024) & (K Units) Table 40. APAC Mouthwash Sales Market Share by Region (2019-2024) Table 41. APAC Mouthwash Revenue by Region (2019-2024) & (\$ Millions) Table 42. APAC Mouthwash Revenue Market Share by Region (2019-2024) Table 43. APAC Mouthwash Sales by Type (2019-2024) & (K Units) Table 44. APAC Mouthwash Sales by Application (2019-2024) & (K Units) Table 45. Europe Mouthwash Sales by Country (2019-2024) & (K Units) Table 46. Europe Mouthwash Sales Market Share by Country (2019-2024) Table 47. Europe Mouthwash Revenue by Country (2019-2024) & (\$ Millions) Table 48. Europe Mouthwash Revenue Market Share by Country (2019-2024) Table 49. Europe Mouthwash Sales by Type (2019-2024) & (K Units) Table 50. Europe Mouthwash Sales by Application (2019-2024) & (K Units) Table 51. Middle East & Africa Mouthwash Sales by Country (2019-2024) & (K Units) Table 52. Middle East & Africa Mouthwash Sales Market Share by Country (2019-2024) Table 53. Middle East & Africa Mouthwash Revenue by Country (2019-2024) & (\$ Millions) Table 54. Middle East & Africa Mouthwash Revenue Market Share by Country (2019-2024)Table 55. Middle East & Africa Mouthwash Sales by Type (2019-2024) & (K Units) Table 56. Middle East & Africa Mouthwash Sales by Application (2019-2024) & (K Units) Table 57. Key Market Drivers & Growth Opportunities of Mouthwash Table 58. Key Market Challenges & Risks of Mouthwash Table 59. Key Industry Trends of Mouthwash Table 60. Mouthwash Raw Material Table 61. Key Suppliers of Raw Materials Table 62. Mouthwash Distributors List Table 63. Mouthwash Customer List Table 64. Global Mouthwash Sales Forecast by Region (2025-2030) & (K Units) Table 65. Global Mouthwash Revenue Forecast by Region (2025-2030) & (\$ millions) Table 66. Americas Mouthwash Sales Forecast by Country (2025-2030) & (K Units) Table 67. Americas Mouthwash Revenue Forecast by Country (2025-2030) & (\$ millions)



Table 68. APAC Mouthwash Sales Forecast by Region (2025-2030) & (K Units) Table 69. APAC Mouthwash Revenue Forecast by Region (2025-2030) & (\$ millions) Table 70. Europe Mouthwash Sales Forecast by Country (2025-2030) & (K Units) Table 71. Europe Mouthwash Revenue Forecast by Country (2025-2030) & (\$ millions) Table 72. Middle East & Africa Mouthwash Sales Forecast by Country (2025-2030) & (K Units) Table 73. Middle East & Africa Mouthwash Revenue Forecast by Country (2025-2030) & (\$ millions) Table 74. Global Mouthwash Sales Forecast by Type (2025-2030) & (K Units) Table 75. Global Mouthwash Revenue Forecast by Type (2025-2030) & (\$ Millions) Table 76. Global Mouthwash Sales Forecast by Application (2025-2030) & (K Units) Table 77. Global Mouthwash Revenue Forecast by Application (2025-2030) & (\$ Millions) Table 78. Johnson & Johnson Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors Table 79. Johnson & Johnson Mouthwash Product Portfolios and Specifications Table 80. Johnson & Johnson Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024) Table 81. Johnson & Johnson Main Business Table 82. Johnson & Johnson Latest Developments Table 83. P&G Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors Table 84. P&G Mouthwash Product Portfolios and Specifications Table 85. P&G Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024) Table 86. P&G Main Business Table 87. P&G Latest Developments Table 88. Colgate Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors Table 89. Colgate Mouthwash Product Portfolios and Specifications Table 90. Colgate Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024) Table 91. Colgate Main Business Table 92. Colgate Latest Developments Table 93. GSK Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors Table 94. GSK Mouthwash Product Portfolios and Specifications Table 95. GSK Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)



Table 96. GSK Main Business

Table 97. GSK Latest Developments

Table 98. Sunstar Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors

Table 99. Sunstar Mouthwash Product Portfolios and Specifications

Table 100. Sunstar Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

- Table 101. Sunstar Main Business
- Table 102. Sunstar Latest Developments

Table 103. Sanofi Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors

 Table 104. Sanofi Mouthwash Product Portfolios and Specifications

Table 105. Sanofi Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

- Table 106. Sanofi Main Business
- Table 107. Sanofi Latest Developments

Table 108. Lion Corporation Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors

- Table 109. Lion Corporation Mouthwash Product Portfolios and Specifications
- Table 110. Lion Corporation Mouthwash Sales (K Units), Revenue (\$ Million), Price
- (USD/Unit) and Gross Margin (2019-2024)
- Table 111. Lion Corporation Main Business
- Table 112. Lion Corporation Latest Developments

Table 113. NYSCPS Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors

Table 114. NYSCPS Mouthwash Product Portfolios and Specifications

Table 115. NYSCPS Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

- Table 116. NYSCPS Main Business
- Table 117. NYSCPS Latest Developments

Table 118. Kao Corporation Basic Information, Mouthwash Manufacturing Base, SalesArea and Its Competitors

- Table 119. Kao Corporation Mouthwash Product Portfolios and Specifications
- Table 120. Kao Corporation Mouthwash Sales (K Units), Revenue (\$ Million), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 121. Kao Corporation Main Business

Table 122. Kao Corporation Latest Developments

Table 123. Veimeizi Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors



Table 124. Veimeizi Mouthwash Product Portfolios and Specifications

Table 125. Veimeizi Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 126. Veimeizi Main Business

Table 127. Veimeizi Latest Developments

Table 128. Amway Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors

Table 129. Amway Mouthwash Product Portfolios and Specifications

Table 130. Amway Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 131. Amway Main Business

Table 132. Amway Latest Developments

Table 133. Guilin Sanjin Pharmaceutical Company Limited Basic Information,

Mouthwash Manufacturing Base, Sales Area and Its Competitors

Table 134. Guilin Sanjin Pharmaceutical Company Limited Mouthwash ProductPortfolios and Specifications

Table 135. Guilin Sanjin Pharmaceutical Company Limited Mouthwash Sales (K Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 136. Guilin Sanjin Pharmaceutical Company Limited Main Business

Table 137. Guilin Sanjin Pharmaceutical Company Limited Latest Developments

Table 138. Twin Lotus Basic Information, Mouthwash Manufacturing Base, Sales Area and Its Competitors

Table 139. Twin Lotus Mouthwash Product Portfolios and Specifications

Table 140. Twin Lotus Mouthwash Sales (K Units), Revenue (\$ Million), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 141. Twin Lotus Main Business

Table 142. Twin Lotus Latest Developments



List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Mouthwash
- Figure 2. Mouthwash Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Mouthwash Sales Growth Rate 2019-2030 (K Units)
- Figure 7. Global Mouthwash Revenue Growth Rate 2019-2030 (\$ Millions)
- Figure 8. Mouthwash Sales by Region (2019, 2023 & 2030) & (\$ Millions)
- Figure 9. Product Picture of Therapeutic Mouthwash
- Figure 10. Product Picture of Cosmetic Mouthwash
- Figure 11. Global Mouthwash Sales Market Share by Type in 2023
- Figure 12. Global Mouthwash Revenue Market Share by Type (2019-2024)
- Figure 13. Mouthwash Consumed in Household
- Figure 14. Global Mouthwash Market: Household (2019-2024) & (K Units)
- Figure 15. Mouthwash Consumed in Hospital & Dental Clinic
- Figure 16. Global Mouthwash Market: Hospital & Dental Clinic (2019-2024) & (K Units)
- Figure 17. Global Mouthwash Sales Market Share by Application (2023)
- Figure 18. Global Mouthwash Revenue Market Share by Application in 2023
- Figure 19. Mouthwash Sales Market by Company in 2023 (K Units)
- Figure 20. Global Mouthwash Sales Market Share by Company in 2023
- Figure 21. Mouthwash Revenue Market by Company in 2023 (\$ Million)
- Figure 22. Global Mouthwash Revenue Market Share by Company in 2023
- Figure 23. Global Mouthwash Sales Market Share by Geographic Region (2019-2024)
- Figure 24. Global Mouthwash Revenue Market Share by Geographic Region in 2023
- Figure 25. Americas Mouthwash Sales 2019-2024 (K Units)
- Figure 26. Americas Mouthwash Revenue 2019-2024 (\$ Millions)
- Figure 27. APAC Mouthwash Sales 2019-2024 (K Units)
- Figure 28. APAC Mouthwash Revenue 2019-2024 (\$ Millions)
- Figure 29. Europe Mouthwash Sales 2019-2024 (K Units)
- Figure 30. Europe Mouthwash Revenue 2019-2024 (\$ Millions)
- Figure 31. Middle East & Africa Mouthwash Sales 2019-2024 (K Units)
- Figure 32. Middle East & Africa Mouthwash Revenue 2019-2024 (\$ Millions)
- Figure 33. Americas Mouthwash Sales Market Share by Country in 2023
- Figure 34. Americas Mouthwash Revenue Market Share by Country in 2023
- Figure 35. Americas Mouthwash Sales Market Share by Type (2019-2024)



Figure 36. Americas Mouthwash Sales Market Share by Application (2019-2024) Figure 37. United States Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 38. Canada Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 39. Mexico Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 40. Brazil Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 41. APAC Mouthwash Sales Market Share by Region in 2023 Figure 42. APAC Mouthwash Revenue Market Share by Regions in 2023 Figure 43. APAC Mouthwash Sales Market Share by Type (2019-2024) Figure 44. APAC Mouthwash Sales Market Share by Application (2019-2024) Figure 45. China Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 46. Japan Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 47. South Korea Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 48. Southeast Asia Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 49. India Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 50. Australia Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 51. China Taiwan Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 52. Europe Mouthwash Sales Market Share by Country in 2023 Figure 53. Europe Mouthwash Revenue Market Share by Country in 2023 Figure 54. Europe Mouthwash Sales Market Share by Type (2019-2024) Figure 55. Europe Mouthwash Sales Market Share by Application (2019-2024) Figure 56. Germany Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 57. France Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 58. UK Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 59. Italy Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 60. Russia Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 61. Middle East & Africa Mouthwash Sales Market Share by Country in 2023 Figure 62. Middle East & Africa Mouthwash Revenue Market Share by Country in 2023 Figure 63. Middle East & Africa Mouthwash Sales Market Share by Type (2019-2024) Figure 64. Middle East & Africa Mouthwash Sales Market Share by Application (2019-2024)Figure 65. Egypt Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 66. South Africa Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 67. Israel Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 68. Turkey Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 69. GCC Country Mouthwash Revenue Growth 2019-2024 (\$ Millions) Figure 70. Manufacturing Cost Structure Analysis of Mouthwash in 2023 Figure 71. Manufacturing Process Analysis of Mouthwash Figure 72. Industry Chain Structure of Mouthwash

Figure 73. Channels of Distribution



Figure 74. Global Mouthwash Sales Market Forecast by Region (2025-2030) Figure 75. Global Mouthwash Revenue Market Share Forecast by Region (2025-2030) Figure 76. Global Mouthwash Sales Market Share Forecast by Type (2025-2030) Figure 77. Global Mouthwash Revenue Market Share Forecast by Type (2025-2030) Figure 78. Global Mouthwash Sales Market Share Forecast by Application (2025-2030) Figure 79. Global Mouthwash Revenue Market Share Forecast by Application (2025-2030) Figure 79. Global Mouthwash Revenue Market Share Forecast by Application (2025-2030)



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