

Mouth Freshener Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Spray, Mint Candies, Gum, Others), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

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Abstracts

The Global Mouth Freshener Market is projected to expand from USD 19.66 Billion in 2025 to USD 28.08 Billion by 2031, achieving a compound annual growth rate (CAGR) of 6.12%. These oral hygiene products, which encompass breath strips, chewing gums, mints, and sprays, are designed to neutralize halitosis while delivering a refreshing sensory experience. Growth is primarily driven by a global focus on personal grooming and social etiquette, creating a demand for products that instill breath confidence in both professional and social environments. Additionally, the convenience of portable packaging suits the fast-paced lives of consumers seeking immediate breath correction following tobacco or food consumption. Highlighting the economic magnitude of these key categories, the National Confectioners Association reported that U.S. gum sales reached \$4.4 billion in 2024.

However, the market faces significant obstacles related to ingredient safety and regulatory pressures. Health-conscious buyers are becoming increasingly cautious about the potential negative effects of high sugar levels and synthetic sweeteners frequently found in these products. This consumer skepticism is exacerbated by strict government regulations regarding artificial additives, which create compliance challenges for manufacturers. Consequently, companies are forced to undertake expensive reformulation strategies, which ultimately hinders broader market expansion.

Market Driver

A primary force reshaping the global mouth freshener market is the rising demand for sugar-free and healthier alternatives, fueled by increased consumer awareness regarding sugar intake and oral hygiene. As individuals prioritize calorie reduction and dental health, manufacturers are actively reformulating products to incorporate functional ingredients such as xylitol, which provides cavity-fighting benefits without sacrificing taste. This trend is reflected in the strong performance of the sugarless sector, which continues to surpass traditional sugary options as consumers look for guilt-free breath solutions. For example, according to Snack Food & Wholesale Bakery's 'State of the Industry 2024' report from September 2024, sugarless gum sales hit \$3 billion for the 52 weeks ending in June, representing a 7.7% year-over-year increase.

Concurrently, the proliferation of e-commerce channels and the expansion of innovative product flavors and formats are significantly broadening market accessibility and consumer engagement. Brands are diversifying beyond standard mint flavors to experiment with direct-to-consumer models and functional botanical ingredients that appeal to niche preferences and offer convenient purchasing options. This digital shift enables companies to bypass traditional retail limitations and rapidly test new concepts to attract younger consumers. For instance, Modern Retail reported in December 2023 that the natural gum brand Simply Gum saw a 47% growth in digital sales for the year, driven by online-exclusive products. Such innovation is vital for maintaining momentum in the sector, where market leader Mars Wrigley generated \$22 billion in total confectionery sales in 2023, according to Confectionery News in July 2024.

Market Challenge

The Global Mouth Freshener Market encounters significant headwinds due to intensifying regulatory pressure regarding formulations and heightened scrutiny over ingredient safety. As consumers increasingly prioritize systemic and oral health, there is a rising aversion to products containing synthetic sweeteners and high sugar levels, which have traditionally been staple ingredients in breath fresheners. This skepticism is bolstered by strict guidelines from health authorities, establishing a complex compliance environment that compels manufacturers to modify established product recipes. The necessity to substitute cost-effective artificial additives with natural, often pricier alternatives increases production costs and requires resource-heavy reformulation strategies, thereby diverting capital away from marketing and expansion efforts.

The direct consequence of this challenging landscape is visible in the sector's subdued performance compared to other confectionery segments. The effort to retain health-

conscious consumers while navigating regulatory constraints has noticeably slowed financial momentum. According to the National Confectioners Association, the gum and mints category achieved a dollar sales growth of just 1.9% in measured channels in 2024, significantly trailing other treating categories. This sluggish rate of growth highlights how the combined pressures of strict compliance standards and consumer ingredient wariness are effectively impeding the market's ability to scale.

Market Trends

The shift toward eco-friendly and sustainable packaging materials is rapidly transforming the manufacturing landscape as major global players attempt to reduce the environmental impact of waste-intensive plastic canisters and blister packs. Confectionery giants are increasingly replacing virgin plastics with biodegradable paperboard and post-consumer recycled (PCR) content to satisfy eco-conscious consumers and meet ambitious circular economy goals. This strategic transition requires substantial supply chain modifications to ensure these new materials preserve product freshness while minimizing landfill waste. Demonstrating this commitment to material innovation, the article 'Candy giant Mars reached 7% PCR use in 2024' from Resource Recycling, July 2025, noted that Mars incorporated 14,000 metric tons of recycled materials into its packaging portfolio during 2024, significantly increasing its utilization of sustainable resins.

Simultaneously, the inclusion of functional ingredients such as vitamins and caffeine is evolving mouth fresheners into multi-benefit performance aids, taking the category beyond mere odor neutralization. Consumers are increasingly embracing vitamin-infused mints and 'energy gums' as portable, convenient supplements that provide an immediate physiological boost in addition to oral hygiene benefits. This sub-segment is seeing aggressive growth as brands market these products as alternatives to energy drinks or coffee for productivity-focused demographics. Highlighting the rising popularity of these functional formulations, the 'State of the Industry 2024: Gum sales continue to increase' report by Snack Food & Wholesale Bakery in September 2024 revealed that the energy gum brand Rev achieved sales of \$10.7 million, marking a 106.8% increase over the previous year.

Key Market Players

Johnson & Johnson

Mars

The Hershey Company

Kraft Foods Inc.

Perfetti Van Melle

Lotte

Haribo GmbH & co.

Midas Care

Dabur Binaca

Cadbury Trebor Basset

Report Scope

In this report, the Global Mouth Freshener Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mouth Freshener Market, By Product Type

Spray

Mint Candies

Gum

Others

Mouth Freshener Market, By Distribution Channel

Offline

Online

Mouth Freshener Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Mouth Freshener Market.

Available Customizations:

Global Mouth Freshener Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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