

Xerostomia Therapeutics Market - Global Industry Size, Share, Trends, Opportunity & Forecast, Segmented By Type (OTC, Prescription), By Product (Salivary Stimulants, Salivary Substitutes, Dentifrices), By Region & Competition, 2020-2030F

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Abstracts

Global Xerostomia Therapeutics Market was valued at USD 2.15 billion in 2024 and is expected to register steady growth, projecting a compound annual growth rate (CAGR) of 3.75% through 2030. This market encompasses a range of products and treatments aimed at managing and alleviating the symptoms of xerostomia—commonly referred to as dry mouth.

Xerostomia is a condition characterized by diminished or absent salivary gland function, resulting in reduced saliva production. It can be caused by a variety of factors, including side effects of medications, chronic illnesses, radiation therapy, and the natural aging process.

Key Market Drivers

Growing Aging Population

The increasing global aging population is a primary driver for the expansion of the xerostomia therapeutics market. By 2050, approximately 80% of the world's elderly population is projected to reside in low- and middle-income countries—marking a substantial demographic shift with far-reaching economic and healthcare implications.

The pace of population aging is accelerating, creating both challenges and new opportunities within the healthcare sector. Notably, in 2020, the global population aged

60 and above exceeded the number of children under the age of five for the first time. Between 2015 and 2050, the proportion of individuals aged 60+ is expected to nearly double from 12% to 22%, emphasizing the urgent need for age-responsive healthcare solutions and infrastructure.

Xerostomia is particularly prevalent among older adults due to age-related decline in salivary gland function, which reduces saliva production. This not only impacts seniors' comfort and quality of life but also increases their susceptibility to oral infections and dental problems. Consequently, the elderly represent a growing and high-priority target group for xerostomia therapeutics.

Prevalence estimates for xerostomia in the general population vary widely, ranging from 0.9% to 64.8%, but the condition is significantly more common among older individuals—affecting approximately 30% of those over 65 and up to 40% of those over 80. In addition, seniors are more likely to be prescribed multiple medications for chronic conditions such as hypertension, diabetes, and cardiovascular disease, many of which list dry mouth as a common side effect. This further increases the incidence of xerostomia in older adults and, in turn, drives demand for effective treatment options to alleviate symptoms and improve adherence to long-term medication regimens.

Key Market Challenges

Limited Awareness and Underdiagnosis

One of the primary challenges facing the xerostomia therapeutics market is the widespread underdiagnosis of the condition. Because dry mouth often appears as a secondary symptom of other diseases or medication use, it is frequently overlooked in clinical settings.

Healthcare professionals may not always recognize xerostomia as a standalone issue, which can delay diagnosis and treatment. Additionally, many individuals experiencing dry mouth are unaware that the condition is medically treatable. Symptoms are often mistaken as normal aspects of aging or expected medication side effects, leading patients to forgo medical consultation. This lack of awareness—both among healthcare providers and the general public—poses a barrier to market growth.

Key Market Trends

Personalized Medicine and Targeted Therapeutic Approaches

A notable trend within the xerostomia therapeutics market is the shift toward personalized medicine. Advances in genomics and molecular science are providing deeper insights into the genetic and biological mechanisms that contribute to xerostomia in individual patients, enabling the development of more precise and effective treatments.

Pharmacogenomics—the study of how genetic variations influence drug response—is becoming increasingly important in tailoring xerostomia therapies. This approach allows clinicians to identify the most suitable treatment options for individual patients, thereby minimizing ineffective treatments and improving outcomes.

Ongoing research is also focused on identifying biomarkers associated with xerostomia, which may facilitate early diagnosis and aid in the selection of optimal treatment strategies. These developments hold significant promise for enhancing therapeutic efficacy and offering more targeted, personalized care to patients suffering from dry mouth.

Key Market Players

GlaxoSmithKline plc

Church & Dwight Co., Inc.

Colgate-Palmolive Company

Hikma Pharmaceuticals PLC

Pendopharm

Sun Pharmaceuticals Industries Ltd

Lupin Pharmaceuticals, Inc.

Pfizer, Inc.

Parnell Pharmaceuticals, Inc.

Acacia Pharma

Report Scope:

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

Xerostomia Therapeutics Market, By Type:

OTC

Prescription

Xerostomia Therapeutics Market, By Product:

Salivary Stimulants

Salivary Substitutes

Dentifrices

Xerostomia Therapeutics 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 Xerostomia Therapeutics Market.

Available Customizations:

Global Xerostomia Therapeutics 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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