

# **Europe Mouthwash Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Cosmetic and Therapeutic), Flavor (Original/Classic, Mint, Fresh Tea, Herbs, Fruits and Gums, and Others), Indication (Mouth Ulcers, Gingivitis, Dry Mouth, Bad Breath, Toothache, Receding Gums, Whitening, Cavity Prevention, and Others), Category (Alcohol-Based and Alcohol-Free), Active Ingredient (Fluoride, Chlorhexidine, Essential Oils, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Europe Mouthwash size was valued at US\$ 2.28 billion in 2024 and is projected to reach US\$ 3.21 billion by 2031; it is expected to register a CAGR of 5.1% from 2025 to 2031.

WHO data indicates that approximately 75-85% of the population in Europe aged 60-65 experiences periodontitis, marking gum disease as a significant prevalence factor. The population over 65 is expected to double by 2050 across Europe, intensifying demand for therapeutic mouthwash products addressing age-related oral health challenges. Government and institutional support for preventive programs has expanded significantly across the region. In 2024, the National Health Service (NHS) in the UK

partnered with retailers to display mouth cancer symptom guidance on oral care product packaging, transforming retail spaces into public health education platforms. France, Germany, Ireland, and the UK are implementing coordinated school-based oral health education programs and community interventions, establishing preventive routines from childhood. Germany has deployed dental associations and healthcare centers in oral care screening campaigns that raise awareness among consumers and healthcare professionals.

The rapid expansion of teledentistry platforms and remote oral health monitoring capabilities creates emerging opportunities for integrating mouthwash product recommendations into virtual dental care ecosystems. Digital health technologies that enable remote patient monitoring through oral imaging, clinical questionnaires, and symptom tracking make it easier for dentists to recommend mouthwash formulations tailored to individual oral health needs. These recommendations are based on insights gathered from digital assessment tools. Teledentistry platforms providing access to dental expertise in underserved regions expand professional recommendations to populations previously lacking consistent access to clinical oral health guidance. The integration of artificial intelligence diagnostic tools with teledentistry platforms enhances diagnostic accuracy and enables personalized mouthwash recommendations based on objective clinical observations and evidence-based treatment protocols.

The increasing demand for mouthwash (HMAs) in the packing industry is associated with the growing e-commerce industry and the rising consumer preference for packaged goods. E-commerce has transformed the retail sector by offering consumers superior comfort, variety, and speed when purchasing things online. This shift has created a pressing need for packaging solutions that are efficient, durable, and reliable, especially during shipping and handling. The e-commerce industry highly utilizes mouthwash due to their quick bonding capabilities, high adherence to numerous surfaces, and eco-friendliness.

As the volume of shipments increases due to the e-commerce boom, packaging producers seek adhesives that provide secure sealing while maintaining production efficiency. Global trade trends further amplify this demand. For example, Brazil's export activity reflects a surge in commercial flow. According to the data from the Presidency of the Republic (GovBR) in August 2025, Brazil's exports reached US\$32.31 billion in July 2025. From January to July, Brazilian exports totaled US\$ 198 billion, representing a 0.1% gain in value and a 2% increase in volume over the same period in 2024. During this time, the country's entire commerce flow amounted to US\$359 billion, demonstrating the country's strong engagement in global trade. This expansion in

international trade drives the need for efficient packaging solutions, especially in industries reliant on high-speed production and secure product delivery. HMAs play a critical role in supporting e-commerce businesses by enabling rapid packaging processes while maintaining the integrity of sealed goods. Unlike traditional solvent-based adhesives, HMAs eliminate drying time, allowing for faster operations and reducing bottlenecks in logistics and fulfillment centers. As teledentistry adoption accelerates and regulatory clarity improves, opportunities for integration of mouthwash products into digital care delivery models will expand substantially. This trend benefits manufacturers capable of managing complex partnerships with technology providers and healthcare organizations while maintaining compliance with evolving regulatory frameworks.

Some of the key players operating in the Europe mouthwash market are Colgate Palmolive Co, Kenvue Inc, The Procter & Gamble Co, Haleon Plc, Unilever Plc, Sunstar Suisse S.A., Kao Corp, Church & Dwight Co Inc, Himalaya Wellness Co, and LG Household & Health Care Co Ltd.

The overall Europe mouthwash market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the Europe mouthwash market.

### **Reason to buy**

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe mouthwash market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the Europe mouthwash market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the Europe mouthwash market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

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