

Mouthwash Market Size and Forecast (2021 - 2031), Global and 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 mouthwash market size was valued at US\$ 9.36 billion in 2024 and is expected to reach US\$ 13.65 billion by 2031; it is estimated to register a CAGR of 5.6% from 2025 to 2031.

Heightened global awareness, due to healthcare campaigns, educational outreach, and the influence of digital media, has improved routine oral care habits across developed and emerging economies. Consumers recognize the prevention of dental caries, gum disease, and halitosis as cosmetic and fundamental to maintaining quality of life and long-term health. This trend has been reinforced by clinical research linking oral health to cardiovascular conditions, diabetes, and respiratory disease, driving adoption even in

markets previously considered low-priority for oral care. As a result, mouthwash is now perceived as a preventive tool rather than merely a cosmetic rinse, emphasizing its adjunct role alongside brushing and flossing. The accelerated frequency of dental checkups worldwide underpins this driver, as professionals increasingly prescribe or recommend antimicrobial, fluoride, and herbal rinses for specific needs. In developing economies, rapid urbanization and improved access to dental care correlate strongly with the uptake of advanced oral care products. Middle-class expansion, particularly in Asia Pacific and Latin America, brings increased purchasing power as well as access to information channels and urban retail. Social media plays a key role, with influencers and wellness experts advocating for comprehensive oral care routines and demystifying the benefits of therapeutic mouthwashes. Ethnic and demographic diversity supports product segmentation, with mouthwash adoption on the rise among aging populations, families, and young adults craving modern, easy-to-use solutions. These forces coalesce to sustain a global surge in mouthwash adoption as a health imperative rather than a discretionary purchase.

By product type, the market is bifurcated into cosmetic and therapeutic. The therapeutic segment accounted for the largest mouthwash market share in 2024. Dental professionals supported by public health initiatives recommend therapeutic mouthwashes containing antimicrobial and fluoride ingredients for managing specific oral health conditions. Government dental health plans include promoting therapeutic rinses as part of preventive care protocols, reinforcing their clinical credibility. Recent health campaigns highlight the role of therapeutic mouthwashes in reducing oral infections and promoting gum health, especially among at-risk populations.

Asia Pacific dominated the mouthwash market share in terms of revenue in 2024. Government-sponsored education campaigns in China have reached rural populations previously underserved by preventive messaging, creating demand for daily oral care products. School-based interventions and partnerships with the International Dental Federation have demonstrated measurable improvements in regular tooth-brushing behavior among experimental school participants, reflecting the efficacy of China's preventive approach. Construction workers across Asian cities show alarming oral health gaps, with 28.5% displaying poor oral hygiene in Chennai studies, while 57.1% consumed smokeless tobacco and 46.1% were current smokers, indicating vulnerability of labor-intensive workforces to oral disease.

Some of the key players operating in the global mouthwash market include 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. Players operating in the mouthwash market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global 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 related to the mouthwash market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of 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 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 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 global 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 global market trends and outlook coupled with the factors driving the market, as well as those hindering it.

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

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