

Mouth Ulcer Treatment Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The mouth ulcer treatment market is expected to record a CAGR of 3.9% during the forecast period.

The COVID-19 pandemic impacted the overall healthcare sector. During the pandemic, the demand for mouth ulcer treatment increased due to the weakened immune system of COVID-19 patients owing to a lack of sufficient vitamins and minerals. According to data published by the National Center for Biotechnology Information, in 2020, it was observed that oral ulceration in lesions occurred in patients with COVID-19. In addition, the closure of dental clinics due to lockdowns delayed patients' visits to clinics and hospitals. According to the American Dental Association, it was observed that dental hygiene appointments declined by 47% in the United States in 2020.

The factors propelling the market's growth are the rise in tobacco consumption, chemical-based toothpaste, smoking cessation, increase in dental and oral hygiene awareness, and a rising geriatric population. Nowadays, oral ulcers are found to be common in young people also. According to statistics published by the National Library of Medicine, 2021, titled "Oral Ulcers in Children," the prevalence of oral ulcers in children was 9%. The increasing awareness about the serious condition of mouth ulcers and the availability of different treatments are estimated to fuel the market's growth over the next few years. The demand for more effective, affordable treatment for a faster cure has grown, which is expected to drive the market growth in the forecast period. Moreover, a lack of knowledge about maintaining oral hygiene is also expected to aid in the growth of the mouth ulcer treatment market.

Other major factors leading to mouth ulcers include stress, infection, injury, allergy, and unhealthy lifestyles, such as high consumption of junk foods, tobacco, etc. Hence, all these factors increase the incidence of mouth ulcers, which helps boost the overall market for mouth ulcer treatment.

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Mouth Ulcer Treatment Market Trends

Mouthwash Segment Expected to be the Fastest-growing Segment over the Forecast Period

Different medicated as well as non-medicated mouthwashes are used for maintaining oral hygiene and treating pain and inflammation from canker sores. According to Statista 2021, it was observed that about 199.56 million Americans used mouthwash or a dental rinse in 2020, which is projected to increase to 202.58 million in 2024.

According to the National Center for Biotechnology Information, 2020, the use of an alcohol-free mouthwash is essential in preventing canker sores as it helps the mouth from drying out, kills bacteria, and thereby decreases the likelihood of developing canker sores. For instance, Crest Pro, an alcohol-free mouthwash, has been proven to reduce gingivitis and keep the gums healthy, killing 99% of germs and reducing canker sores. It produces a less stinging sensation in the mouth as compared to alcohol-based mouthwashes. Similarly, Orajel, an alcohol-free medically formulated mouthwash, provides specific relief from mouth sores and promotes healing by killing harmful bacteria. Some alcohol-free mouthwashes to prevent canker sores include Listerine Total Care Mouthwash, Colgate Mouth Sore Rinse, ACT Restoring Mouthwash, CariFree CTx3 Fluoride Rinse, and Oxyfresh Mouthwash.

According to National Center for Biotechnology Information, 2021, a deficiency of essential nutrients, especially zinc or thiamine, folate, iron, or B-12, causes recurrent aphthous stomatitis.

The companies are introducing several ayurvedic herbal and flavored mouthwashes, which are expected to escalate the demand over the next few years. For instance, in January 2021, Dabur India Ltd launched Dabur Red Pulling Oil, an Ayurvedic mouthwash, creating a whole new category in the oral care market. Similarly, GUM Rincinol mouth rinse, an aloe vera-based formulation, helps in promoting the healing of aphthous ulcers, irritations from orthodontic appliances, removable dentures, and minor cuts and abrasions. In October 2020, Bioayurveda launched Anti-bacterial Germ Defense Mouth Wash, prepared with pure organics and no alcohol. The product offers a gentle solution to remove bacteria from the mouth without side effects.

Hence, the development of medicated and several other herbal mouthwashes for treating canker sores and reducing pain are expected to boost the market growth over the forecast period.

North America Anticipated to Dominate the Mouth Ulcer Treatment Market

North America is anticipated to lead the mouth ulcer market globally due to the growing awareness among the population regarding the availability of effective mouth ulcer treatments. In addition, the increasing demand for mouth ulcer treatments owing to the rising prevalence rate is predicted to fuel the growth of the North American mouth ulcer treatment market over the coming years. Moreover, the augmented use of technology such as intra-oral cameras, digital X-rays, optical scanners, and computer-assisted designs in the field of dentistry is boosting the growth of the market segment in this region.

Intra-oral cameras help in the revelation of hidden and overlooked defects in teeth and other parts of the cavity. For instance, MouthWatch launched an HD Intra-oral Camera during SmileCon 2021 in Las Vegas. Similarly, Air Techniques Inc. presented its products, including SensorX Intraoral Sensor and ScanX Duo Touch Scanner, at CDA in San Francisco. These cameras help the dentist have a clear view of the condition of the patient's mouth.

Mouth Ulcer Treatment Market Competitor Analysis

Various companies are investing in their R&D to develop innovative and advanced treatment drugs for mouth ulcers and related

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diseases. The rising number of mergers and acquisitions and new product launches are among the latest trends adopted by companies in the global mouth ulcer treatment market. Some of the market's major players include 3M, GlaxoSmithKline PLC, Blistex Inc., Colgate-Palmolive Company, and Church and Dwight Inc.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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