

Global Mouth Fresheners Market Report and Forecast 2024-2032

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Report description:

Global Mouth Fresheners Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global mouth fresheners market size reached a value of USD 20.01 billion in 2023. Aided by the increased consumption of alcohol, tobacco, and fast food, the market is projected to further grow at a CAGR of 6.1% between 2024 and 2032 to reach a value of USD 35.01 billion by 2032.

Mouth fresheners are products designed to improve oral hygiene by eliminating bad breath and providing a refreshing sensation. They come in various forms, including sprays, mints, chewing gums, and strips. These products often contain antibacterial agents that help to neutralize odour-causing bacteria, ensuring long-lasting freshness. The rising awareness of oral health and hygiene, coupled with the increasing consumer preference for convenient and effective solutions, is driving the global mouth fresheners market growth.

The increasing consumer preference for oral hygiene products is a significant driver of the mouth fresheners market growth. With the growing awareness of the importance of maintaining oral health, there has been a significant shift towards the use of mouth fresheners as part of daily oral care routines. This trend is further supported by the rising disposable incomes and the increasing availability of a wide variety of mouth fresheners in retail stores and online platforms.

The expanding applications of mouth fresheners in various sectors also play a significant role in propelling the mouth fresheners market expansion. In the hospitality industry, mouth fresheners are commonly provided as a complimentary service to guests, enhancing their overall experience. The increasing focus on customer satisfaction in the hospitality sector is driving the demand for mouth fresheners. Moreover, the rising trend of on-the-go consumption has led to the popularity of portable mouth fresheners, such as sprays and strips, which are convenient for consumers to carry and use anytime, anywhere.

In addition to their use in the hospitality industry, mouth fresheners are also gaining popularity in the food and beverage sector. Many restaurants and cafes offer mouth fresheners to customers after meals, helping to promote good oral hygiene and enhance the dining experience. This practice is becoming increasingly common, particularly in regions where culinary traditions emphasize strong-flavoured foods that can cause bad breath. The growing demand for mouth fresheners in the food and beverage sector is further contributing to the mouth fresheners market share.

The pharmaceutical industry also plays a significant role in the growth of the market. Mouth fresheners are often recommended

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by healthcare professionals as part of oral care regimens, particularly for individuals with chronic bad breath or other oral health issues. The increasing prevalence of oral health problems, such as halitosis and gum disease, is driving the demand for mouth fresheners in the pharmaceutical sector. Additionally, the development of mouth fresheners with added therapeutic benefits, such as those containing essential oils and herbal extracts, is further propelling the market growth.

As per the global mouth fresheners market analysis, the market is also benefiting from the rising trend of natural and organic products. Consumers are increasingly seeking mouth fresheners made from natural ingredients, free from artificial additives and preservatives. This trend is driving the development and launch of innovative mouth freshener products that cater to the growing demand for natural and organic options. The increasing availability of these products in retail stores and online platforms is further boosting the market growth.

The increasing awareness of the importance of maintaining oral health is a significant driver of the market. Consumers are becoming more conscious of their oral hygiene, leading to a growing demand for products that help to eliminate bad breath and promote overall oral health. The convenience and portability of mouth fresheners, particularly sprays and strips, are driving their popularity among consumers. These products are easy to carry and use, making them ideal for on-the-go consumption.

The hospitality industry's growth is driving the demand for mouth fresheners, as hotels and restaurants increasingly provide these products to enhance the customer experience. The focus on customer satisfaction in the hospitality sector is a key driver of the market. The increasing prevalence of oral health problems, such as halitosis and gum disease, is driving the demand for mouth fresheners recommended by healthcare professionals. The development of mouth fresheners with added therapeutic benefits is further propelling the mouth fresheners market growth.

Market Segmentation

The market can be divided based on type, category, distribution channel and region.

Market Breakup by Type

- Gum
- Spray
- Mint Candies
- Others

Market Breakup by Category

- Sugar Free
- Conventional

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global mouth fresheners market. Some of the major players explored in the report by Expert Market Research are as follows:

- Perfetti Van Melle Group B.V.
- The Hershey Company
- Haribo GmbH & Co.

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- []Mondelez International Inc.
- []DS Group
- []Colgate-Palmolive Company
- []Ferndale Confectionery Pty Ltd.
- []Leaf Holland BV
- []Wrigley Jr. Company
- []Hager Worldwide Inc.
- []Others

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