Gingivostomatitis is a combination of gingivitis and stomatitis, which is the inflammation of the oral mucosa and gingiva. Gingivostomatitis is most commonly caused by herpes simplex virus type 1 (HSV-1), coxsackievirus, bacteria such as Streptococcus, Actinomyces etc. Poor oral hygiene is an important risk factor for Gingivostomatitis. Symptoms of gingivostomatitis may include tender sores on the gums or cheeks, bad breath, fever, swollen gums and lymph nodes, bleeding, difficulty in eating etc. Gingivostomatitis is a common infection of the mouth and gums and frequently occurs in children. If left untreated complications such as severe mouth ulcers can occur. Gingivostomatitis is caused in 90% of cases by herpes simplex virus type 1. Acyclovir and penciclovir are the drugs of choice for the treatment of herpes simplex virus type 1, but microbial resistance has been on a rise which has led to high degree of clinical failures. Thus there is an unmet need for a new drug with selectivity and lethal action against of herpes simplex virus. Development of any new drug for the treatment of herpes simplex virus will be met with great market enthusiasm with a minimum of marketing costs and efforts. The rising use of oral hygiene products, availability of broad spectrum antibiotics and oral products, rising dentistry healthcare facilities, good rate of reimbursements etc.

Product development represents the best strategy for development of the market. Advanced broad spectrum antibacterial mouth rinses, improving palatability and quality of oral hygiene products etc. will drive the future growth of the market. The developing regions of Asia and Middle East provide ample growth space for new players as there is comparatively less competition in these regions for the oral hygiene product. The market drivers for Gingivostomatitis market are, increase in risk factors such as fatty and sugar rich foods, growing screening, increasing child and infant population etc. The market restraints are complications and risk of the surgery, lack of awareness and misdiagnosis, etc.

The global Gingivostomatitis market is expected to reach USD 15.5 billion by 2023, and the market is projected to grow at a CAGR of ~ 6.6 % during the forecast period 2017-2023.
Sources: Mayo Clinic, Healthline Media, MRFR Analysis

Intended Audience

- Global Gingivostomatitis treatment manufacturers & suppliers
- Research and development (R&D) companies
- Hospitals and clinics
- Academic institutes and universities

Figure 1  Global Gingivostomatitis Market by Surgery, 2016 (%)
Segments:
The global Gingivostomatitis market has been segmented on the basis of diagnosis, treatment, and end user.

Based on diagnosis, the market has been segmented as physical examination, microbial culture, biopsy and others.

Based on treatment, the market has been segmented as non-steroidal anti-inflammatory drugs, antiviral and antibacterial, debridement of the mouth and others.

Based on the end user, the market has been segmented as hospitals & clinics, academic and research and others.

Regional Analysis:
The Americas accounted for a significant market share owing to extensive use of medications and high expenditure on the health care. Additionally, the fastest uptake of new products in the US drives the Gingivostomatitis market. Also, concentration of major healthcare companies in the developed countries of this region coupled with the larger market for oral hygiene products is adding fuel to the market growth. The large expenditure by the US on healthcare accounting to 16% of GDP also cruises the sale of Gingivostomatitis treatment.

Europe is the second largest market in the world due to high income and healthcare penetration. Europe is led by countries such as Germany and France. UK is expected to be the fastest growing market. The large influence of media and the rise in awareness of oral hygiene coupled with the high per capita income of the population drives the European market for Gingivostomatitis.

Asia Pacific region is expected to grow rapidly and China and India are likely to lead this market due to fast growing healthcare sector and large unmet needs during the forecast period. South East Asia countries such as Vietnam, Thailand and Malaysia will also contribute highly to the market.

Gulf nations such as Saudi Arabia and the UAE are estimated to drive the Middle East & African market. Other Middle East nations to watch out for will be Kuwait, Jordan, Egypt and Iran. The African region is expected to witness a moderate growth owing to poor economic and political conditions and poor healthcare development. However it has to be noted that Africa has the highest unmet needs in the world and cost effective products will be the key to dominate the African market. First comer advantage and established dominance in African market are advantages that will be difficult to overcome by any new player due to the smaller market size and market value of the African market for Gingivostomatitis.

Key Players in the Global Gingivostomatitis Market
Some of key players profiled in the report are Pfizer Inc., Taj Pharmaceutical limited., Ciron pharma, Johnson & Johnson, GlaxoSmithKline, Merck & CO., Inc. Novartis, F. Hoffman La Roche AG, Eli Lily and Company, AstraZeneca Plc., and others.
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