

# Teeth Whitening Market - Global Outlook and Forecast 2021-2026

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## Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Teeth Whitening Market Report

The teeth whitening market is expected to grow at a CAGR of over 6% during the period 2021-2026.

The rising awareness among the consumers to have a healthier and white smile as it plays a significant role in their personality increases prominence for oral health and hygiene. With the easy availability of the various whitening products, the demand for teeth whitening treatment is expected to gain traction among consumers. Vendors focus on offering new and updated solutions for teeth whitening products. Procter & Gamble, Colgate-Palmolive Company, GlaxoSmithKline, and Johnson & Johnson, among others, offer products to a diverse range of verticals and create a boom in the market.

Consumers are increasingly shifting their preferences to the dental beauty concept. This trend is likely to impact the overall demand for esthetics products in the dental health market. In the era of digitalization, celebrities' influence and socializing of photographs in different social media platforms impact the demand for teeth whitening market across the globe. Over the years, the trends in the aesthetic industry include growing consumer demand for tooth whitening processes, which is expected to pose opportunities for dental professionals, helping them cater to the changing needs and requirements of the consumers.

The following factors are likely to contribute to the growth of the teeth whitening market during the forecast period:

Increasing Awareness for Oral Hygiene

Growing Incidences of Teeth Discoloration

Rising Acceptance of Technological Innovations in Teeth Whitening Products

Growing Esthetic in Dentistry Industry

The study considers the present scenario of the teeth whitening market and its market dynamics for the period 2021-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The report covers both the demand and supply aspects of the market. The study profiles and examines leading companies and other prominent companies operating in the market.

## TEETH WHITENING MARKET SEGMENTATION

The teeth whitening market research report includes a detailed segmentation by product, application, composition, distribution, geography. The whitening toothpaste is projected to increase demand during the forecast period due to quick results, affordable prices, easy accessibility, and chemical agents enabling easy stain removal. The toothpaste segment occupies 78% of the teeth whitening market share. The Evonik company announced the launch of Spherilex 145, a new solution for the toothpaste formulators in the oral care industry. These products are technologically advanced with high levels of cleaning and low abrasion to the enamel, dentin, and fillings.

The in-office teeth whitening market witnessed high growth in North America and Europe. This segment is likely to witness low growth as most dental services were suspended in the countries due to the COVID-19 impact. Consumers are shifting their preferences to several at-home teeth whitening services. The presence of various companies in developing these innovative solutions and procedures initiates intense competition among the players in the global market. The at-home market in APAC is expected to reach USD 1.3 billion by 2026, owing to a rise in the sale of whitening toothpaste.

The vendors and professionals in the global market are expected to spend heavily in improvising the overall appearance of the teeth. In 2020, North America and APAC contributed around 59% of the market share in the global non-bleaching agents' market. The rise in hygiene and shift towards the use of organic products is encouraging non-bleaching agents in teeth whitening products. The increasing

awareness towards dental health and non-bleaching composition is flourishing in the global market.

Retail channels for distribution for teeth whitening products include manufacturers, wholesale distributors, retailers, and consumers. Offline channel is largely popular with mass-market players and grocery stores, which account for 49% of the global offline market in 2020. Manufacturers are anticipated to make changes in their respective business practices and strategies to gain a competitive edge. With the growing network of online distributors, retailers, and dealers worldwide, players are expected to account for different customer-centric innovations and the quality of the products. Online teeth whitening products in North America is expected to grow at a CAGR of 7%, with an absolute growth of 51% during the period 2020 to 2026. The major players in the dental industry focus on acquiring smaller firms and expanding products and business segments in different regions.

#### Segmentation by Whitening Product

Toothpaste

Strips

Gels

Others

#### Segmentation by Application

At-home

In-office

#### Segmentation by Composition

Bleaching Agents

Non-Bleaching Agents

## Segmentation by Distribution

### Offline

Mass Market Players

Wholesale Distributors

Grocery Stores

Drug Store

Dental Clinic

Others

### Online

## INSIGHTS BY GEOGRAPHY

According to Arizton's research, the US, China, and Brazil account for the majority share in the teeth whitening products market during the forecast period. In North America, the demand for toothpaste and strips is higher compared to other regions. Consumer Survey (NCS), nearly 38.29 million Americans are engaged in using teeth whiteners in 2019, which is further expected to increase by 2023. In 2020, Europe was the third-largest revenue contributor and the region accounted for a market share of 20%. The increasing number of oral diseases in the area leads to the growing consciousness among the individuals for dental health and adopt solutions to cure the same. Europe has an alliance of professional bodies and several manufacturers and introduced safe usage and handling the teeth whitening issues.

## Segmentation by Geography

### North America

US

Canada

## APAC

China

Japan

South Korea

Australia

## Europe

Germany

UK

France

Spain

Italy

Benelux

Nordic

## Latin America

Brazil

Mexico

Argentina

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## COMPETITIVE LANDSCAPE

Colgate-Palmolive Company, GlaxoSmithKline, Johnson & Johnson, and Procter & Gamble are the leading players in the industry. Procter & Gamble, one of the leading manufacturers of consumer goods, occupies over 35% of market share in the teeth whitening industry. The teeth whitening products' manufacturers are emphasizing on identifying different market opportunities and setting up certain goals to achieve productivity and efficiency. The key manufacturers are offering and expanding the product line-up in their business segments with the launch of various innovative techniques, gaining an edge over their competitors. The increasing competition can be attributed to the changing conditions and shifting consumer demands in the different geographical regions. In January 2020, Colgate launched the 'Smile for Good' vegan certified toothpaste range, which is mainly used for whitening and protection.

### Key Vendors

Colgate-Palmolive Company

GlaxoSmithKline

Johnson & Johnson

Procter & Gamble

### Other Prominent Vendors

Beaming White

Brodie & Stone

Cavex

CCA Industries

Church & Dwight

DaVinci Teeth Whitening

Dentsply Sirona

Evonik

GO SMILE

Global Whitening

GLO Science

Hello Products

Henkel

Ivoclar Vivadent

Kulzer

Nanchang Smile Technology

REMBRANDT

SmileLABS

Sunshine Health Products

Supersmile

The Himalaya Drug Company

TheraBreath

Ultradent Products

Unilever

Uragme

WHITEsmile

#### KEY QUESTIONS ANSWERED:

1. How big is the teeth whitening market?
2. Which region generates the highest revenues in the global Teeth Whitening Market?
3. What are the technological innovations in teeth whitening products?
4. What are the segments covered in the teeth whitening market report?
5. Which segment accounted for the largest teeth whitening market share?



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