

# Global Teeth Whitening Market 2018 by Manufacturers, Regions, Type and Application, Forecast to 2023

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## Abstracts

Teeth whiteners may be applied by dentists in a dental clinic, dispensed by dentists for home-use, or bought over-the-counter. Teeth whitening products are mainly of two types, viz. peroxide-containing bleaching agents and whitening toothpastes. Bleaching agents contain peroxide(s) that help remove deep and surface stains. Non-bleaching agents, on the other hand, contain substances that have physical or chemical action that only removes surface stains.

### SCOPE OF THE REPORT:

This report focuses on the Teeth Whitening in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The rising demand for cosmetic dentistry is estimated to drive the growth prospects for the global teeth whitening market until the end of 2023. It has been noted that a large number of consumers opt for dental veneers, crowns, whitening procedures, and inlays or onlays cosmetic treatments to improve their dental health and appearance, which, in turn, will boost the demand for cosmetic dentistry and propel the growth potential of the global teeth whitening industry. Also, since the teeth whitening process is easy, the preference for these products will further grow. Furthermore, the increasing concentration on appearance, increased awareness via social media platforms, marketing of dental practices, and the growing media coverage, are some of the additional factors that will fuel market growth in the coming years.

The Americas accounted for the majority market share during 2017 and continue to dominate the teeth whitening products market during the forecasted period. The presence of numerous vendors that manufacture teeth whitening products,

technological advancements, and the growth in population adopting oral and cosmetic dental procedures, are some of the major factors responsible for the market's growth in the region. Moreover, with the rising access to treatment, rise in disposable income, and growing awareness about oral health, the adoption rate of teeth whitening products will further increase in the Americas.

The worldwide market for Teeth Whitening is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Colgate-Palmolive

GlaxoSmithKline

Johnson & Johnson

P&G

Brodie & Stone

CCA Industries

Church & Dwight

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Whitening Toothpastes

Whitening Strips

Others

Market Segment by Applications, can be divided into

Online Retail

Offline Retail

There are 15 Chapters to deeply display the global Teeth Whitening market.

Chapter 1, to describe Teeth Whitening Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Teeth Whitening, with sales, revenue, and price of Teeth Whitening, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Teeth Whitening, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Teeth Whitening market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Teeth Whitening sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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