

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Teeth Whitening Products Market 2018, Forecast to 2023

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## Abstracts

Teeth whitening products is products that can either restore natural teeth shade or whiten teeth beyond natural shade.

Teeth whitening products can be divided into two categories: surface whiteners and bleaches.

Surface whiteners help remove surface stains physically or chemically. Products in this category mainly include dental scalers, chewing gums, toothpastes, gels and whitening kits, rinses, paint-on films and strips.

Bleaches are generally based on peroxides and are able to change the inborn color of teeth.

Based on the different conditions of teeth, two different kinds of methods will be adopted accordingly. Vital bleaching is done on “living” teeth and can remove the color caused by food, tobacco or age. While for teeth which is no longer “alive” non-vital bleaching will be applied to alter the changed color caused by root canal.

Scope of the Report:

This report focuses on the Teeth Whitening Products 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. Global giant manufactures mainly distributed in U.S. and E.U. The manufacturers in U.S. have a long history and unshakable status in this field. Manufacturers such as Colgate Palmolive and P&G have relative higher level of product’s quality. As to U.K.,

Unilever has become as a global leader. In Japan, Lion Company leads the technology development. Most of Chinese manufactures locate in Guangdong and Yunnan province.

Many companies have several plants, usually located in the place close to aimed consumption region. There are international companies set up factories in China either, such as P&G whose plant is located in Guangdong and Jiangsu province. Some companies usually take a joint venture enter into aim market, like Colgate who take their advantage merge with Sanxiao, whose key market is in China.

The worldwide market for Teeth Whitening Products is expected to grow at a CAGR of roughly 5.2% over the next five years, will reach 18000 million US\$ in 2023, from 13300 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

P&G

Colgate Palmolive

Unilever

Johnson & Johnson

GSK

Church & Dwight

Henkel

Lion

Ultradent Products

Trident Gum

Wrigley

Peelu

KöR Whitening

Hawley & Hazel Chemical

YUNAN BAIYAO

Beyond

Philips

Dentsply

DenMat

WOODPECKER

LM

Golden Eagles

Poseida

W&H

NSK

EMS

Dentamerica

LUSTER

Pac-Dent

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

Surface Whiteners

Bleaches

Market Segment by Applications, can be divided into

Professionally Applied

Consumer Applied

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

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

Chapter 2, to analyze the top manufacturers of Teeth Whitening Products, with sales, revenue, and price of Teeth Whitening Products, 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 Products, 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 Products market forecast, by regions, type and

application, with sales and revenue, from 2018 to 2023;  
Chapter 13, 14 and 15, to describe Teeth Whitening Products sales channel,  
distributors, traders, dealers, Research Findings and Conclusion, appendix and data  
source

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