

# Global Whitening Mouthwash / Whitening Mouth Rinse Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Whitening Mouthwash / Whitening Mouth Rinse market size is expected to reach \$ 1219 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Whitening mouthwash / whitening mouth rinse is a functional daily oral-care liquid product designed to be used by rinsing the mouth, allowing the formulation to contact tooth surfaces, interdental areas, and the oral environment. Its core function is to help remove extrinsic stains caused by coffee, tea, red wine, tobacco, and other chromogenic substances, reduce new stain deposition, and support a naturally brighter smile while also providing breath freshening, anticavity, antibacterial, or gum-care benefits depending on the formula. This study focuses on finished mouthwash and OEM/ODM liquid oral-care formulations with explicit claims such as whitening, brightening, stain-control, stain clear, anti-stain, or equivalent regional-language claims. Product formats include ready-to-use bottled mouthwash, portable rinse, whitening pre-rinse, concentrated mouthwash, and private-label finished formulations for brands and retailers. Major technology routes include hydrogen peroxide or carbamide peroxide oxidation systems, polyphosphate or pyrophosphate stain-control systems, botanical enzyme systems, film-forming anti-stain systems, optical brightening systems, and fluoride-based anticavity whitening systems. Typical use cases include daily management of extrinsic tooth stains, maintenance after professional whitening, social breath care, gentle whitening for sensitive users, and multi-benefit oral-care upgrading in mass retail, pharmacy, dental professional, and e-commerce channels.

Based on our research, whitening mouthwash is not merely a flavor extension of conventional mouthwash. It is a functional subcategory that sits at the intersection of daily oral hygiene, OTC oral care, and aesthetic smile maintenance. The value

proposition is less about dramatic one-time whitening and more about frequent daily use, control of extrinsic stains, prevention of new stain deposition, and maintenance of results achieved through toothpaste, whitening strips, or professional dental whitening. Because regulatory treatment of peroxide, fluoride, antibacterial claims, and whitening claims differs materially across regions, formulation strategies vary by market. North America has a stronger presence of peroxide and fluoride-based whitening rinses; Europe is more cautious and often favors low-peroxide, professional, or non-oxidizing stain-control systems; Japan and Taiwan frequently use “stain clear,” “brightening,” and “breath-care plus whitening” claims; China is increasingly driven by social-use occasions, portability, mild formulas, and new consumer oral-care brands.

Demand growth is being driven by three structural factors. First, the rise of coffee, tea, red wine, and lifestyle-related staining is creating a more routine need for extrinsic stain management. Second, consumers increasingly want low-threshold and low-irritation maintenance products to complement whitening strips, whitening toothpaste, and professional dental procedures. Third, younger consumers increasingly treat oral care as part of facial aesthetics and social confidence, supporting demand for better packaging, flavor design, alcohol-free formulas, travel formats, and mild daily-use whitening claims. Because mouthwash has a relatively low ticket price, high frequency of use, and strong repeat-purchase potential, many companies position whitening mouthwash as part of a broader oral-care system rather than as a standalone category. Competitive advantage therefore depends not only on formulation, but also on brand trust, taste experience, channel execution, and the ability to bundle mouthwash with toothpaste, whitening strips, toothbrushes, and breath-care products.

From a product-technology perspective, the market is shifting from direct peroxide-based whitening toward milder, long-term stain-control and multi-benefit systems. Hydrogen peroxide and carbamide peroxide remain the most recognized whitening technologies, but concerns over sensitivity, oral irritation, and regional regulatory restrictions have encouraged the use of polyphosphates, pyrophosphates, botanical enzymes, PVP film-forming systems, antioxidants, fluoride, and alcohol-free bases. Japanese, Taiwanese, and European products tend to emphasize stain prevention and maintenance of natural whiteness, while North American DTC brands often highlight peroxide-free, sensitivity-free, natural, or dentist-formulated positioning. Over the next few years, brands that balance visible brightening, oral comfort, anticavity protection, breath freshness, and safe long-term use are more likely to outperform brands relying solely on aggressive whitening language.

From a forward-looking perspective, the global whitening / stain-control mouthwash

market in 2025 remains a niche segment within the broader oral-care category, but its growth rate is expected to outpace that of conventional mouthwash. Future growth will mainly come from formulation upgrades in the highly penetrated North American market, scenario-based penetration in China and Southeast Asia, stable repeat purchases of stain-control products in Japan and Taiwan, and demand for gentle whitening products through European pharmacy and professional oral-care channels. Substitution risks mainly come from whitening toothpaste, whitening strips, whitening pens, and professional dental whitening services. However, because mouthwash is convenient to use, relatively low-priced, and easy to combine with other oral-care products, it is more likely to serve as an incremental maintenance product rather than a strong-efficacy substitute. Industry competition is expected to shift from single-SKU competition toward oral-care portfolios, efficacy substantiation, regional compliance, and supply-chain efficiency.

This report studies the global Whitening Mouthwash / Whitening Mouth Rinse production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Whitening Mouthwash / Whitening Mouth Rinse and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Whitening Mouthwash / Whitening Mouth Rinse that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Whitening Mouthwash / Whitening Mouth Rinse total production and demand, 2021-2032, (K Units)

Global Whitening Mouthwash / Whitening Mouth Rinse total production value, 2021-2032, (USD Million)

Global Whitening Mouthwash / Whitening Mouth Rinse production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Whitening Mouthwash / Whitening Mouth Rinse consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Whitening Mouthwash / Whitening Mouth Rinse domestic production, consumption, key domestic manufacturers and share

Global Whitening Mouthwash / Whitening Mouth Rinse production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Whitening Mouthwash / Whitening Mouth Rinse production by Type, production,

value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Whitening Mouthwash / Whitening Mouth Rinse production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Whitening Mouthwash / Whitening Mouth Rinse market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include The Procter & Gamble Company, Colgate-Palmolive Company, Kenvue Inc., Church & Dwight Co., Inc., Lion Corporation, Sunstar Group, Opella Healthcare Group SAS, Hawley & Hazel Chemical Company Limited, Dentaaid S.L., Coswell S.p.A., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Whitening Mouthwash / Whitening Mouth Rinse market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Whitening Mouthwash / Whitening Mouth Rinse Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Whitening Mouthwash / Whitening Mouth Rinse Market, Segmentation by Type:

Ready-to-use Whitening Mouthwash

Whitening Pre-rinse

Other

Global Whitening Mouthwash / Whitening Mouth Rinse Market, Segmentation by Whitening Mechanism:

Peroxide-based Whitening

Polyphosphate / Pyrophosphate Stain Control

Enzyme-based Whitening

Botanical / Natural Whitening

Film-forming Anti-stain System

Multi-mechanism Whitening

Other

Global Whitening Mouthwash / Whitening Mouth Rinse Market, Segmentation by Formula Attribute:

Alcohol-containing Formula

Alcohol-free Formula

Global Whitening Mouthwash / Whitening Mouth Rinse Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

The Procter & Gamble Company

Colgate-Palmolive Company

Kenvue Inc.

Church & Dwight Co., Inc.

Lion Corporation

Sunstar Group

Opella Healthcare Group SAS

Hawley & Hazel Chemical Company Limited

Dentaid S.L.

Coswell S.p.A.

Curasept S.p.A.

Karo Healthcare AB

Betafarma S.p.A.

Ludovico Martelli S.r.l.

Himalaya Wellness Company

SPLAT Global

Spotlight Oral Care Ltd.

Oral Essentials, Inc.

Moon Oral Beauty

Robell Research, Inc.

Desert Essence

PerioSciences, LLC

ORALABX

Beaming White, LLC

maxill inc.

Square Toiletries Ltd.

#### Key Questions Answered:

1. How big is the global Whitening Mouthwash / Whitening Mouth Rinse market?
2. What is the demand of the global Whitening Mouthwash / Whitening Mouth Rinse market?
3. What is the year over year growth of the global Whitening Mouthwash / Whitening Mouth Rinse market?
4. What is the production and production value of the global Whitening Mouthwash / Whitening Mouth Rinse market?
5. Who are the key producers in the global Whitening Mouthwash / Whitening Mouth Rinse market?
6. What are the growth factors driving the market demand?

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