

Global Whitening Mouthwash / Whitening Mouth Rinse Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Whitening Mouthwash / Whitening Mouth Rinse market size was valued at US\$ 836 million in 2025 and is forecast to a readjusted size of US\$ 1219 million by 2032 with a CAGR of 5.5% during review period.

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 is a detailed and comprehensive analysis for global Whitening Mouthwash / Whitening Mouth Rinse market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Whitening Mouthwash / Whitening Mouth Rinse market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Whitening Mouthwash / Whitening Mouth Rinse market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Whitening Mouthwash / Whitening Mouth Rinse market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Whitening Mouthwash / Whitening Mouth Rinse market shares of main players,

shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit),
2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Whitening Mouthwash / Whitening Mouth Rinse

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Whitening Mouthwash / Whitening Mouth Rinse market based on the following parameters - company overview, sales quantity, revenue, 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, Dentaid S.L., Coswell S.p.A., etc.

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

Market Segmentation

Whitening Mouthwash / Whitening Mouth Rinse market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Ready-to-use Whitening Mouthwash

Whitening Pre-rinse

Other

Market segment 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

Market segment by Formula Attribute

Alcohol-containing Formula

Alcohol-free Formula

Market segment by Application

Online Sales

Offline Sales

Major players covered

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.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Whitening Mouthwash / Whitening Mouth Rinse product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Whitening Mouthwash / Whitening Mouth Rinse, with price, sales quantity, revenue, and global market share of Whitening Mouthwash / Whitening Mouth Rinse from 2021 to 2026.

Chapter 3, the Whitening Mouthwash / Whitening Mouth Rinse competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Whitening Mouthwash / Whitening Mouth Rinse breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Whitening Mouthwash / Whitening Mouth Rinse market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Whitening Mouthwash / Whitening Mouth Rinse.

Chapter 14 and 15, to describe Whitening Mouthwash / Whitening Mouth Rinse sales channel, distributors, customers, research findings and conclusion.

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