

Teeth Whitening Strips & Gels Market Size, Share & Trends Analysis Report By Type (Teeth Whitening Strips, Teeth Whitening Gels), By Application (At-Home Whitening), By Distribution Channel (Offline, Online Distribution), And Regional Segment Forecasts, 2026 - 2033

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Abstracts

The global teeth whitening strips & gels market size was estimated at USD 1.15 billion in 2025 and is projected to reach USD 1.83 billion by 2033, growing at a CAGR of 6.05% from 2026 to 2033. The teeth whitening strips & gels market is primarily driven by rising consumer focus on aesthetics and personal grooming, as well as increasing awareness of oral care.

The growing preference for convenient, at-home whitening solutions, along with their affordability compared to professional treatments, is further boosting demand. In addition, the influence of social media, beauty trends, and a desire for quick, visible results continues to accelerate product adoption.

The rising focus on aesthetics and personal grooming is a major driver of the teeth whitening strips & gels market, as consumers view a bright smile as an essential part of overall appearance and self-confidence. This trend is particularly prominent among younger populations influenced by social media and image-conscious lifestyles. As a result, demand for convenient at-home whitening solutions continues to grow, supporting the global expansion of strips and gels. For instance, in June 2025, Dr. Gowds Dental Hospital reported that many users noticed noticeable improvements in tooth shade within 3-5 days of using whitening strips, with full results typically achieved after 10-14 days of consistent application. They also emphasize reviewing before-and-

after results to set realistic expectations regarding outcomes.

Furthermore, the growing demand for convenient, at-home solutions is significantly driving the teeth whitening strips & gels market, as consumers prefer treatments that fit easily into their daily routines. These products offer a cost-effective and time-saving alternative to professional dental procedures, making them highly appealing. As a result, strips and gels are gaining widespread adoption for delivering quick and visible results with minimal effort.

In January 2025, Ultradent Products, Inc. announced the launch of Opalescence Home Advanced prefilled whitening trays, offering a convenient at-home teeth whitening solution with professional-grade results. The product is designed to deliver effective whitening while ensuring ease of use and enhanced comfort for consumers.

“Opalescence Home Advanced whitening is the ideal solution for patients seeking professional-level whitening results with the ease and comfort of at-home treatments,” said Ultradent Senior Category Manager Neil Poulsen. “This product reflects our commitment to creating innovative, patient-focused solutions that deliver exceptional outcomes.”

Moreover, increasing consumption of staining substances such as coffee, tea, red wine, and tobacco is a key driver of the teeth whitening strips & gels market, as these habits contribute to tooth discoloration over time. As a result, consumers are seeking effective and convenient solutions to restore tooth brightness. This has led to higher adoption of at-home whitening strips and gels for regular stain removal and maintenance. According to the Spring 2025 National Coffee Data Trends (NCDT) report, 66% of Americans consumed coffee in the past day, highlighting its widespread daily usage. The report also indicates that 64% of individuals aged 25-39 consumed specialty coffee in the past week, making them the leading age group in specialty coffee consumption.

As a result, the teeth whitening strips & gels market is witnessing sustained growth, driven by the combined impact of rising focus on aesthetics and personal grooming, increasing demand for convenient at-home solutions, and higher consumption of staining substances such as coffee and tobacco. These factors are collectively encouraging consumers to adopt easy, effective whitening products as part of their regular oral care routine. Consequently, the market is expected to continue expanding, driven by strong consumer engagement and ongoing product innovation.

Global Teeth Whitening Strips & Gels Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis on the latest industry trends in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global teeth whitening strips & gels market report on the basis of type, application, distribution channel and region:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Teeth Whitening Strips

By Physical Format

Traditional Polyethylene (Gel-coated) Strips

Dissolvable Strips

By Active Ingredient / Concentration

Hydrogen Peroxide (HP)-based Strips

Carbamide Peroxide (CP)-based Strips

Non-Peroxide (PAP-based) Strips

Others

By Treatment Duration

Express / Rapid Whitening (= 7 days)

Standard Whitening (1-2 weeks)

Maintenance / Daily Use

Teeth Whitening Gels

By Active Ingredient

Hydrogen Peroxide (HP) Gels

Carbamide Peroxide (CP) Gels

Non-Peroxide (PAP-based) Gels

Others

By Application Format

Syringe-based Gels (Tray / LED compatible)

Brush-on / Pen Applicator Gels

Pre-filled Tray Gels

Kit-based Gels (LED / system-compatible) packaging

By Technology Integration

LED-Activated Gels

Stand-alone Gels

Application Outlook (Revenue, USD Million; 2021 - 2033)

At-Home Whitening

Over the Counter

Dentist-Prescribed Take-Home Kits (Professional Gels)

In-Office/Professional (Specialized Clinics & Spas)

Distribution Channel Outlook (Revenue, USD Million; 2021 - 2033)

Offline

Retail & Wholesale (Supermarkets, Mass Retailers)

Pharmacies & Drugstores

Dental Clinics

Online Distribution (E-commerce)

Direct-to-Consumer (Brand Websites, Subscriptions)

Third-Party Marketplaces

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Sweden

Denmark

Norway

Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

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