

Teeth Whitening Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global teeth whitening products market size reached US\$ 5.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.2 Billion by 2028, exhibiting a growth rate (CAGR) of 4.6% during 2022-2028.

Teeth whitening products refer to various chemical products used for restoring the natural shade of the teeth or whiten the tooth enamel. Surface whiteners, toothpastes, strips, gels, rinses, paint-on films, dental scalers, chewing gums, and whitening kits are some of the most commonly used teeth whitening products. They are usually manufactured using chlorine and bleaches and assist in removing the surface stains chemically or physically to change the color of the teeth. They are also effective in removing the traces of tobacco, caffeine and other contaminants that permanently discolor or damage the teeth.

The rising consciousness regarding oral hygiene among the masses represents one of the key factors driving the growth of the market. With the rising consumption of tea, coffee, tobacco and alcoholic beverages, consumers across the globe are increasingly experiencing discoloration of teeth and other tooth-related problems. This has driven the demand for cosmetic dentistry and teeth whitening products for self-grooming and maintaining the overall aesthetics. Additionally, various product innovations, such as the development of natural and herbal variants with instant results, are acting as other growth-inducing factors. These products do not consist of coarse abrasives and have negligible long-term effects on the teeth with therapeutic benefits. In line with this, aggressive promotional activities by product manufacturers and the easy product availability through proliferating e-commerce retail channels are also contributing to the market growth. Other factors, including the convenient availability of over the counter (OTC) teeth whitening products, along with rising expenditure capacities of the consumers, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global teeth whitening products market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, type, end user and distribution channel.

Breakup by Product:

- Whitening Toothpaste
- Whitening Strips and Gels
- Whitening Rinses
- Others

Breakup by Type:

- Bleaching Agents
- Non-Bleaching Agents (Surface Cleaners)

Breakup by End User:

- Dentists
- Home Users

Breakup by Distribution Channel:

- Online
- Offline

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
 - Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Church & Dwight Co. Inc., Colgate-Palmolive Company, Den-Mat Holdings LLC, Dr. Fresh LLC (High Ridge Brands Co.), GlaxoSmithKline Plc, Henkel AG & Co. KGaA, Johnson & Johnson, Procter & Gamble Company, Unilever Plc and W&H (UK) Ltd.

Key Questions Answered in This Report

1. How big is the global teeth whitening products market?
2. What is the expected growth rate of the global teeth whitening products market during 2023-2028?
3. What are the key factors driving the global teeth whitening products market?
4. What has been the impact of COVID-19 on the global teeth whitening products market?
5. What is the breakup of the global teeth whitening products market based on the product?
6. What is the breakup of the global teeth whitening products market based on the type?
7. What is the breakup of the global teeth whitening products market based on the distribution channel?
8. What are the key regions in the global teeth whitening products market?
9. Who are the key players/companies in the global teeth whitening products market?

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