

# 2018-2023 Global Teeth Whitening Products Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Teeth Whitening Products market for 2018-2023.

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.

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.

Over the next five years, LPI(LP Information) projects that Teeth Whitening Products will register a 5.2% CAGR in terms of revenue, reach US\$ 18000 million by 2023, from US\$ 13300 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Teeth Whitening Products market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Surface Whiteners

Bleaches

Segmentation by application:

Professionally Applied

Consumer Applied

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

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

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Teeth Whitening Products consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Teeth Whitening Products market by identifying its various subsegments.

Focuses on the key global Teeth Whitening Products manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Teeth Whitening Products with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Teeth Whitening Products submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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