

# 2018 Top 5 Teeth Whitening Products Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

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

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

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

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Surface Whiteners

Bleaches

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Professionally Applied

Consumer Applied

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