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Global Plaque Disclosing Agent Market Growth 2026-2032

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Abstracts

The global Plaque Disclosing Agent market size is predicted to grow from US$ 123 million in 2025 to US$ 169 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

In 2024, the global production of dental plaque disclosing agents was 6.51 million units, with an average price of US$18.7 per unit.

The upstream supply chain of plaque disclosing agent mainly includes suppliers of medical dyes, food-grade pigments, oral care base materials, and safety additives. Representative companies include Sensient Technologies, BASF, IFF, Merck KGaA, and Symrise. These companies provide high-purity dyes and stable carriers to ensure the developer's safety and colorfastness in the oral environment. Downstream applications are primarily concentrated in dental clinics, oral care brands, and the home care market. Dental clinics mainly use developers for oral health assessments and scaling education, while the consumer market uses plaque developing sheets, mouthwashes, and toothpaste to help users identify and remove plaque.

Industry trends are characterized by more precise color development and diversified applications. Traditional single-color developers are being replaced by dual-staining and multi-layer color development technologies, which can separately display new and old plaque, providing clearer diagnostic information for personalized oral care. Driving factors include increased global awareness of oral health, the expansion of the children's and elderly oral care market, and the rise of digital oral diagnosis combined with the application of developers. The obstacles lie in the high cost of food-grade dyes, the long safety verification cycle, the slow product update speed, and misunderstandings about "dyeing" among some consumers. Another constraint is the

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limited frequency of use of color developers, resulting in high costs for market education and promotion.

On the manufacturing end, the annual production capacity of a single line is generally between 8 million and 12 million tablets (or equivalent liquid dosage), with an average ex-factory price between US$0.08 and US$0.15 per tablet. The cost per use for liquid products is approximately US$0.1. The overall industry gross profit margin is approximately 35%–45%.

United States market for Plaque Disclosing Agent is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Plaque Disclosing Agent is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Plaque Disclosing Agent is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Plaque Disclosing Agent players cover Young Dental Manufacturing, GC Corporation, Hager Werken, Sunstar Butler, Oral-B, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Plaque Disclosing Agent Industry Forecast” looks at past sales and reviews total world Plaque Disclosing Agent sales in 2025, providing a comprehensive analysis by region and market sector of projected Plaque Disclosing Agent sales for 2026 through 2032. With Plaque Disclosing Agent sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Plaque Disclosing Agent industry.

This Insight Report provides a comprehensive analysis of the global Plaque Disclosing Agent landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Plaque Disclosing Agent portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Plaque Disclosing Agent market.

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This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Plaque Disclosing Agent and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Plaque Disclosing Agent.

This report presents a comprehensive overview, market shares, and growth opportunities of Plaque Disclosing Agent market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Liquid

Tablet

Gel

Segmentation by Technology:

Monochrome Display

Dual-Color Display

Fluorescent Display

Segmentation by Source:

Synthesis

Natural

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Segmentation by Application:

- Medical Institutions
- Daily Home Care

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

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- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey
- GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

- Young Dental Manufacturing
- GC Corporation
- Hager Werken
- Sunstar Butler
- Oral-B
- Ivoclar Vivadent
- Beutlich Pharmaceuticals
- Hannox International

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Sunstar-Gum

Tepe

NISSIN DENTAL PRODUCTS

NAGY

Haishi Hainuo

YANDY

URIT

Ci Medical

Meyarn

Dearfly

Key Questions Addressed in this Report

What is the 10-year outlook for the global Plaque Disclosing Agent market?

What factors are driving Plaque Disclosing Agent market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Plaque Disclosing Agent market opportunities vary by end market size?

How does Plaque Disclosing Agent break out by Type, by Application?

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