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Global Teeth Whitening Market Growth 2025-2031

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Abstracts

The global Teeth Whitening market size is predicted to grow from US$ 6999 million in 2025 to US$ 8722 million in 2031; it is expected to grow at a CAGR of 3.7% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Teeth whiteners may be applied by dentists in a dental clinic, dispensed by dentists for home-use, or bought over-the-counter. Teeth whitening products are mainly of two types, viz. peroxide-containing bleaching agents and whitening toothpastes. Bleaching agents contain peroxide(s) that help remove deep and surface stains. Non-bleaching agents, on the other hand, contain substances that have physical or chemical action that only removes surface stains.

The rising demand for cosmetic dentistry is estimated to drive the growth prospects for the global teeth whitening market until the end of 2023. It has been noted that a large number of consumers opt for dental veneers, crowns, whitening procedures, and inlays or onlays cosmetic treatments to improve their dental health and appearance, which, in turn, will boost the demand for cosmetic dentistry and propel the growth potential of the global teeth whitening industry. Also, since the teeth whitening process is easy, the preference for these products will further grow. Furthermore, the increasing concentration on appearance, increased awareness via social media platforms, marketing of dental practices, and the growing media coverage, are some of the additional factors that will fuel market growth in the coming years.

LP Information, Inc. (LPI) ' newest research report, the ?Teeth Whitening Industry Forecast? looks at past sales and reviews total world Teeth Whitening sales in 2024,

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providing a comprehensive analysis by region and market sector of projected Teeth Whitening sales for 2025 through 2031. With Teeth Whitening sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Teeth Whitening industry.

This Insight Report provides a comprehensive analysis of the global Teeth Whitening 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 Teeth Whitening portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Teeth Whitening market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Teeth Whitening 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 Teeth Whitening.

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

Segmentation by Type:

Whitening Toothpastes

Whitening Strips

Others

Segmentation by Application:

Online Retail

Offline Retail

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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
- Middle East & Africa

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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.

Colgate-Palmolive

GlaxoSmithKline

Johnson & Johnson

P&G

Brodie & Stone

CCA Industries

Church & Dwight

Key Questions Addressed in this Report

What is the 10-year outlook for the global Teeth Whitening market?
What factors are driving Teeth Whitening market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Teeth Whitening market opportunities vary by end market size?
How does Teeth Whitening break out by Type, by Application?

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