

Teeth Whitening Strips Market - Global Industry Size, Share, Trends, Competition, Opportunity and Forecast, Segmented By Flavor Type (Plain, Mint, Charcoal, Peppermint and Others (Coconut Oil, Lemon Oil, etc.)), By Distribution Channel (Supermarket & Hypermarkets, Drug & Pharmacy stores, Online and Others) By Region & Competition, 2021-2031F

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Abstracts

The Global Teeth Whitening Strips Market is projected to expand from USD 108.68 Million in 2025 to USD 187.55 Million by 2031, achieving a compound annual growth rate of 9.52%. These products, defined as flexible plastic films coated with peroxide-based bleaching gels, adhere to dental surfaces to eliminate both intrinsic and extrinsic stains. Growth is largely fueled by a rising emphasis on facial aesthetics among younger consumers and the increasing demand for affordable, convenient at-home oral care. Highlighting this trend, the Oral Health Foundation reported in 2024 that four out of ten individuals under age 35 have used teeth whitening treatments, underscoring strong adoption within this demographic.

However, the market faces significant hurdles due to common oral health side effects, such as tooth sensitivity and gum irritation caused by peroxide-based agents. These risks frequently discourage potential users with pre-existing dental issues and have led to stricter regulatory restrictions on active ingredient concentrations in many regions. Consequently, these safety concerns constrain product formulation options and limit retail availability for manufacturers, acting as a barrier to broader market expansion.

Market Driver

The market is being propelled by a surging consumer focus on physical appearance and smile enhancement, largely influenced by social media and celebrity beauty standards. As a bright smile becomes essential for personal grooming, teeth whitening has transitioned from a specialized procedure to a routine step. Manufacturers are responding by boosting promotional efforts; for instance, Colgate-Palmolive increased its advertising expenditure by 15% in 2024 to support innovation and brand health, according to a January 2025 report. This increased visibility effectively targets younger demographics seeking cost-effective, over-the-counter strips to replicate the "camera-ready" looks popular on digital platforms.

Simultaneously, the market is being reshaped by a preference for convenient at-home solutions over professional treatments, driven by cost benefits and ease of use. Barriers such as dental anxiety and high prices have accelerated this shift; Delta Dental's '2025 State of America's Oral Health and Wellness Report' noted that only 4% of adults made professional cosmetic dental visits in 2024, indicating a migration to accessible alternatives. This trend is reflected in corporate performance, with Haleon reporting in February 2025 that its Oral Health segment achieved 9.6% organic revenue growth in 2024, primarily due to the strong uptake of consumer-accessible whitening products.

Market Challenge

The primary obstacle to market growth is the prevalence of adverse oral health effects, particularly tooth sensitivity and gingival irritation. These issues have triggered stricter regulatory frameworks that limit peroxide concentrations in over-the-counter products, preventing manufacturers from offering high-potency formulations. Consequently, a market dichotomy exists where compliant products often fail to meet consumer efficacy expectations, while effective concentrations are restricted to professional use, thereby limiting the industry's ability to fully capitalize on rising interest in dental aesthetics.

This disconnect between potential demand and actual market conversion is evident in recent data, which shows a strong consumer desire for whitening that is not fully realized in legitimate sales. According to the Oral Health Foundation, 48% of individuals under 35 intended to whiten their teeth in 2024, yet the legal strips market remains constrained. Many consumers are either discouraged by the fear of sensitivity or resort to unregulated, illicit channels to obtain stronger bleaching agents, effectively bypassing the authorized retail sector.

Market Trends

Manufacturers are increasingly shifting toward peroxide-free and PAP+ ingredients to address sensitivity issues associated with traditional bleaching agents. Unlike hydrogen peroxide, which can damage tissue, Phthalimidoperoxycaproic acid (PAP) oxidizes stains without demineralizing enamel, making whitening accessible to those previously deterred by pain. The commercial success of these advanced synthetic formulations is illustrated by Hismile; a June 2025 Bond University case study noted the brand generated A\$700 million in gross sales in 2024, proving the viability of non-peroxide technologies in the modern oral care landscape.

Parallel to this, there is a strong trend toward clean label and vegan certifications, influenced by the "skinification" of oral care where consumers expect non-toxic standards similar to skincare. This movement favors microbiome-friendly ingredients like coconut and essential oils over harsh chemicals, positioning oral hygiene as a holistic wellness ritual. The success of this approach is highlighted by Lumineux; according to a May 2025 Beauty Independent article, the brand grew its sales by 10% to reach \$60 million in 2024, demonstrating a clear consumer preference for naturally derived and non-toxic oral aesthetic products.

Key Market Players

Listerine

Rembrandt

Crest

Aquafresh

Colgate

Watsons

Mr Blanc

Johnson & Johnson

Polaris Bright, LLC

Smile Sciences

Report Scope

In this report, the Global Teeth Whitening Strips Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Teeth Whitening Strips Market, By Flavor Type

- Plain
- Mint
- Charcoal
- Peppermint
- Others (Coconut Oil
- Lemon Oil
- etc.)

Teeth Whitening Strips Market, By Distribution Channel

- Supermarket & Hypermarkets
- Drug & Pharmacy stores
- Online
- Others

Teeth Whitening Strips Market, By Region

- North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Teeth Whitening Strips Market.

Available Customizations:

Global Teeth Whitening Strips Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL TEETH WHITENING STRIPS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Flavor Type (Plain, Mint, Charcoal, Peppermint, Others (Coconut Oil, Lemon Oil, etc.))
 - 5.2.2. By Distribution Channel (Supermarket & Hypermarkets, Drug & Pharmacy stores, Online, Others)

- 5.2.3. By Region
- 5.2.4. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA TEETH WHITENING STRIPS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Flavor Type
 - 6.2.2. By Distribution Channel
 - 6.2.3. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Teeth Whitening Strips Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Flavor Type
 - 6.3.1.2.2. By Distribution Channel
 - 6.3.2. Canada Teeth Whitening Strips Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Flavor Type
 - 6.3.2.2.2. By Distribution Channel
 - 6.3.3. Mexico Teeth Whitening Strips Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Flavor Type
 - 6.3.3.2.2. By Distribution Channel

7. EUROPE TEETH WHITENING STRIPS MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Flavor Type
 - 7.2.2. By Distribution Channel

7.2.3. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Teeth Whitening Strips Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Flavor Type

7.3.1.2.2. By Distribution Channel

7.3.2. France Teeth Whitening Strips Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Flavor Type

7.3.2.2.2. By Distribution Channel

7.3.3. United Kingdom Teeth Whitening Strips Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Flavor Type

7.3.3.2.2. By Distribution Channel

7.3.4. Italy Teeth Whitening Strips Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Flavor Type

7.3.4.2.2. By Distribution Channel

7.3.5. Spain Teeth Whitening Strips Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Flavor Type

7.3.5.2.2. By Distribution Channel

8. ASIA PACIFIC TEETH WHITENING STRIPS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Flavor Type

- 8.2.2. By Distribution Channel
- 8.2.3. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Teeth Whitening Strips Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Flavor Type
 - 8.3.1.2.2. By Distribution Channel
 - 8.3.2. India Teeth Whitening Strips Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Flavor Type
 - 8.3.2.2.2. By Distribution Channel
 - 8.3.3. Japan Teeth Whitening Strips Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Flavor Type
 - 8.3.3.2.2. By Distribution Channel
 - 8.3.4. South Korea Teeth Whitening Strips Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Flavor Type
 - 8.3.4.2.2. By Distribution Channel
 - 8.3.5. Australia Teeth Whitening Strips Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Flavor Type
 - 8.3.5.2.2. By Distribution Channel

9. MIDDLE EAST & AFRICA TEETH WHITENING STRIPS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast

- 9.2.1. By Flavor Type
- 9.2.2. By Distribution Channel
- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Teeth Whitening Strips Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Flavor Type
 - 9.3.1.2.2. By Distribution Channel
 - 9.3.2. UAE Teeth Whitening Strips Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Flavor Type
 - 9.3.2.2.2. By Distribution Channel
 - 9.3.3. South Africa Teeth Whitening Strips Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Flavor Type
 - 9.3.3.2.2. By Distribution Channel

10. SOUTH AMERICA TEETH WHITENING STRIPS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Flavor Type
 - 10.2.2. By Distribution Channel
 - 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Teeth Whitening Strips Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Flavor Type
 - 10.3.1.2.2. By Distribution Channel
 - 10.3.2. Colombia Teeth Whitening Strips Market Outlook

- 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Flavor Type
 - 10.3.2.2.2. By Distribution Channel
- 10.3.3. Argentina Teeth Whitening Strips Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Flavor Type
 - 10.3.3.2.2. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL TEETH WHITENING STRIPS MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Listerine
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments

- 15.1.4. Key Personnel
- 15.1.5. SWOT Analysis
- 15.2. Rembrandt
- 15.3. Crest
- 15.4. Aquafresh
- 15.5. Colgate
- 15.6. Watsons
- 15.7. Mr Blanc
- 15.8. Johnson & Johnson
- 15.9. Polaris Bright, LLC
- 15.10. Smile Sciences

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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