

# Teeth Whitening Products Market Anticipates Surpassing US\$ 10.6 Billion in Revenue by 2031 | States TMR

*Rise in disposable income among the population and increase in consumer demand for cosmetic dental procedures are the prominent trends that affect growth.*

WILMINGTON, DELAWARE , UNITED STATES, September 19, 2023

/EINPresswire.com/ -- The "Global Teeth Whitening Products Market" size is expected to grow by USD 10.6 billion from 2022 to 2031, according to Transparency Market Research. In addition, the growth momentum of the market will progress at a CAGR of 6.2 % during the forecast period. Growing awareness among consumers about the importance of dental aesthetics and oral hygiene is notably driving the teeth whitening market. However, factors such as the high cost of teeth whitening procedures may impede market growth. The market is segmented by Product (Whitening toothpaste, Whitening strips, and Others), Distribution Channel (Offline and Online), and Geography (APAC, North America, Europe, South America, and Middle East and Africa). Transparency Market Research provides a comprehensive report summary describing the market size and forecast along with research methodology.



For more information, contact Transparency Market Research at

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TEETH WHITENING PRODUCTS MARKET

- In January 2022, SmileDirectClub announced the addition of teeth whitening product designs

to its line of EVEREDGE 2.0. The product helps clinicians achieve the best clinical outcomes.

- In September 2020, P&G announced its new leave-on teeth whitening treatment, Crest Whitening Emulsions. It falls under the at-home teeth whitening category.

Transparency Market Research is a leading market research and consulting firm, providing comprehensive market research solutions to its clients.

North America accounted for significant share in 2021. The region is projected to dominate the global business during the forecast period. Surge in demand for teeth whitening products, rise in awareness about dental health among the population, and increase in spending on teeth whitening products research are propelling the industry in the region.

The U.S. dominated the business in North America due to favorable reimbursement policies for dental procedures. Europe held second-largest market share in 2021.

The market in Asia Pacific is projected to grow at a rapid pace during the forecast period. This is ascribed to the presence of growing economies and rise in awareness among the population in the region. Asia is home to 50% population of Earth.

Emerging economies in the region are growing faster than those in other regions. Disposal incomes are increasing and people are spending more on dental hygiene devices and health. These are a key factors likely to bolster market expansion in Asia Pacific during the forecast period.

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Our comprehensive report serves the purpose of offering a profound assessment of the Teeth Whitening Product Market. By presenting well-researched insights, historical data, industry-validated market facts, and future projections backed by solid methodologies, this report is a valuable resource. It also plays a crucial role in comprehending the dynamics and structure of the global teeth whitening product market. By dissecting and analyzing market segments, we present an accurate projection of the global market size.

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Rise in disposable income in several countries is propelling market growth. Increase in income drives the demand for these products, as more people are able to afford them. Furthermore, people are willing to purchase more expensive products or pay for professional teeth whitening services.

Increase in Consumer Demand for Cosmetic Dental Procedures

Consumers are becoming more interested in improving the appearance of their teeth and are seeking cosmetic dental procedures such as teeth whitening. They also opt for cosmetic dental procedures to maintain a youthful appearance. Teeth whitening is a relatively simple and affordable procedure that can help improve the overall appearance of the smile, which can contribute to a more youthful appearance.

For instance, consumer demand for cosmetic dentistry procedures has increased in the U.S.; the demand for teeth whitening has consistently risen in the last decade. According to the American Academy of Cosmetic Dentistry, the number of teeth whitening procedures performed in the U.S. increased by 27% from 2010 to 2019. This trend is expected to continue in the next few years, as more consumers seek cosmetic dental procedures to improve the appearance of their teeth.

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Church & Dwight Co. Inc., Colgate-Palmolive Company, Den-Mat Holdings LLC, Fresh LLC (High Ridge Brands Co.), GlaxoSmithKline plc, Henkel AG & Co. KGaA, Johnson & Johnson, Procter & Gamble Company, Unilever plc, and W&H (UK) Ltd.

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## By Product Type

- Whitening Toothpastes
- Whitening Gels & Strips
- Light Teeth Whitening Devices
- Others

## By Treatment Option

- Professional In-office
- Dentist-supervised At-home
- Over-the-counter

## By Distribution Channel

- Retail Stores
- Retail & Hospital Pharmacies
- Direct Sales & E-commerce

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- What will the Teeth Whitening Products market growth rate during the forecast period?
- Which are the key factors driving the Teeth Whitening Products market?
- What was the size of the Teeth Whitening Products market by 2031?
- Which region is expected to hold the highest market share in the Teeth Whitening Products market?
- What trends, challenges and barriers will impact the development and sizing of the Global Teeth Whitening Products market?
- What are the Teeth Whitening Products market opportunities in the global Teeth Whitening Products Industry?

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[Viral Vector Production Market](#) to Reach USD 17.3 Bn by 2031

[Deep Brain Stimulation \(DBS\) Devices Market](#) for Parkinson's Disease to Reach USD 1.2 Bn by 2028

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