

Teeth Whitening Market Poised for Growth, Expected to Reach \$8.8 Billion by 2028

The Business Research Company's Teeth Whitening Global Market Report 2024 – Market Size, Trends, And Market Forecast 2024-2033

LONDON, GREATER LONDON, UK, June 27, 2024 /EINPresswire.com/ -- The [teeth whitening market size](#) has grown significantly, reaching \$6.91 billion in 2023 and projected to reach \$7.31

billion in 2024, growing at a CAGR of 5.8%. This growth is driven by increasing beauty consciousness, social media influence, expansion of dental tourism, and availability of over-the-counter whitening products. The market is expected to continue growing steadily, reaching \$8.8 billion by 2028, at a CAGR of 4.8%, fueled by trends in aesthetic dentistry, aging population, and wellness influences.



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Growing Demand for Dental Treatments Propels Market Growth

The demand for dental treatments, including teeth whitening procedures, is increasing globally. This trend is driven by efforts to enhance aesthetic appeal and improve oral health. For example, in 2023, the UK's National Health

Service reported a significant increase in dental disorder treatments, indicating rising demand for dental care services worldwide.

Explore the global teeth whitening market with a detailed sample report:

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Key Players and Market Trends

Major companies such as Johnson & Johnson, Procter & Gamble, and Colgate-Palmolive are leading the teeth whitening market. These companies are innovating with advanced technologies like wavelength technology in oral care products to gain a competitive edge. For instance, Colgate-Palmolive launched the Colgate Optic White ComfortFit LED Teeth Whitening Kit in 2023, leveraging specific light wavelengths for enhanced whitening results.

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Trends in the Teeth Whitening Market

Innovative technologies, such as at-home whitening kits and natural products, are gaining popularity. Consumers are increasingly opting for personalized whitening services and organic whitening formulations, aligning with broader wellness trends.

Market Segments

- Product Type: Whitening Toothpaste, Whitening Gels And Strips, Light Teeth Whitening Device, Other Products
- Distribution Channel: Institutional Sales, Retail Sales
- Application Type: In-Office, At-Home

Geographical Insights: North America Leads, Asia-Pacific Shows Fastest Growth

North America dominated the teeth whitening market in 2023, driven by high consumer awareness and advanced dental care infrastructure. Asia-Pacific is expected to be the fastest-growing region, supported by rising disposable incomes and increasing adoption of aesthetic dental procedures.

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[Teeth Whitening Global Market Report](#) 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Teeth Whitening Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on teeth whitening market size, teeth whitening market drivers and trends, teeth whitening market major players, competitors' revenues, market positioning, and market growth across geographies. The teeth whitening market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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