

Five Key Players in China's Teeth Whitening Strip Market 2026: Pioneers in Cosmetic Oral Care

Market Dynamics and Competitive Landscape in the Home Oral Care Segment

CALIFORNIA, CA, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- NANCHANG, China, Sept. 7, 2026 -- Jiangxi DentalBright Technology Co., Ltd., which operates the [Glorysmile](#) Factory at Makou Industrial District in Nanchang, is one of five registered companies profiled in this 2026 market brief on China's teeth whitening strip supply base. The company is positioned in its corporate materials as a specialized manufacturer focused on the research, development, manufacturing and sale of oral care products, with a completed 36,000-square-meter facility that includes 20,000 square meters of 100,000-class cleanrooms.

The logo for GlorySmile, featuring the word "GlorySmile" in a large, black, serif font, with a registered trademark symbol (®) to the upper right of the "e".

LOGO FOR glorysmile

Global market research published by Grand View Research values the market for teeth whitening strips and gels at USD 1.1 billion in 2025. The same market context is increasingly defined by regulatory preparation. In the European Union, Regulation (EC) No. 1223/2009 restricts hydrogen peroxide concentration in over-the-counter teeth whitening products to 0.1% or less. In the United States, cosmetics manufacturers face facility registration and product listing duties under the MoCRA 2022 framework. For teeth whitening strips moving through cross-border trade, the commonly referenced customs classification is HS Code 3306.90.00, covering preparations for oral or dental hygiene.

This brief examines five companies active in or adjacent to China's teeth whitening strip market: one dedicated source factory with an export-oriented teeth whitening strip business and four established consumer oral care enterprises registered in China. The descriptions are intended as a market orientation, not as a product efficacy comparison.

1. Jiangxi DentalBright Technology Co., Ltd. (Glorysmile Factory)

Jiangxi DentalBright Technology Co., Ltd. is the corporate entity behind the Glorysmile Factory and supplies a product portfolio spanning teeth whitening strips, whitening kits, whitening gels, whitening lights, toothpaste, mouthwash, electric toothbrushes and dental impression materials. Its export-oriented profile states that products are exported to 102 countries and that export sales account for approximately 90% of output.

For teeth whitening strip partners, the Glorysmile range includes dry strips in the GS-004H/V/C/P series, wet strips in the GS-V34-S07 series and dissolving strips in the DB-004L series. Each series is available in formats containing 7, 14 or 21 individually wrapped strips, and each can be supplied with formula options such as PAP, PAP plus charcoal, purple colour-corrector, 6% hydrogen peroxide, sodium phytate, sodium bicarbonate or custom formulations. Flavor options include blue raspberry, strawberry, peach, grape, watermelon, peppermint, orange, mint, pineapple, cherry blossom, coconut and mango.

Manufacturing support is a central part of the company's positioning. The plant includes 20,000 square meters of 100,000-class cleanrooms and a 1,000-square-meter laboratory with a 100-class cleanroom for microbiological testing. The company reports a workforce of 256 employees, including a 17-person R&D team, an 11-person quality control team, an 8-person production management team and a 6-person packaging design team.

For buyers evaluating compliance readiness, the company's stated certifications include MDSAP, ISO 13485, ISO 22716, US GMP, BSCI, HALA and VEGA, and it holds production licenses covering medical devices and cosmetics. Its regulatory documentation capabilities include FDA registration scope across medical devices, cosmetics and OTC drugs; MoCRA-compliant cosmetic facility registration and product listing for teeth whitening strips sold in the U.S.; and EU documentation through CPSR, CPNP and PIF, with CE-MDR registration completed for medical device products.

For private label teeth whitening strip programs, the company offers custom formulation, custom packaging, custom printing and flavor development, with minimum order quantities of 200 pieces for private label and 1 piece for regular stock product.

2. Guangzhou Procter & Gamble Co., Ltd.

Guangzhou Procter & Gamble Co., Ltd. is the China-registered operating entity of Procter & Gamble, a multinational consumer goods group with a long-established presence in the Chinese market. The company's oral care portfolio has historically included toothpaste and tooth-whitening formats sold through major retail and e-commerce channels.

In comparison with dedicated whitening strip factories, the competitive advantage of this enterprise profile lies in international brand management, scale in consumer marketing and access to global formulation and clinical research systems. For a distributor or retailer building a branded teeth whitening assortment, this type of company is usually evaluated as a brand partner or branded-goods supplier rather than as a source factory for private label strips.

3. Colgate-Palmolive (China) Co., Ltd.

Colgate-Palmolive (China) Co., Ltd. is a China-registered subsidiary of Colgate-Palmolive, one of the world's largest oral care companies. The company operates in China with widely recognized toothpaste and oral hygiene brands and a distribution network that spans modern trade, traditional trade and digital channels.

The company's main competitive strength in the cosmetic oral care market is consumer trust built over many years of oral care education, broad retail availability and brand recognition. Its positioning is more brand-led and consumer-packaged-goods oriented than that of a contract manufacturer. For overseas buyers, the company is relevant mainly as a benchmark for branded retail competition and consumer expectations in the whitening segment.

4. Yunnan Baiyao Group Co., Ltd.

Yunnan Baiyao Group Co., Ltd. is a China-registered, publicly listed company headquartered in Kunming, Yunnan Province. The group is widely recognized in China for traditional-medicine-based consumer health products and has expanded into oral care through toothpaste and other functional oral hygiene formats.

Relative to international consumer brands and private label factories, Yunnan Baiyao's advantage is its strong domestic brand equity and function-oriented product development rooted in natural and traditional ingredients. The company's oral care business is closely tied to the domestic Chinese market, making it a relevant competitor in brand-led retail segments rather than in cross-border private label teeth whitening strip manufacturing.

5. Hawley & Hazel Chemical Company (Zhongshan) Co., Ltd.

Hawley & Hazel Chemical Company (Zhongshan) Co., Ltd. is a China-registered manufacturer based in Zhongshan, Guangdong Province. The company is associated with the Darlie oral care brand family and has long operated in China's toothpaste and oral hygiene market.

Hawley & Hazel's competitive profile combines a recognized consumer brand with local production capability. Its position is strongest in conventional oral care categories, where brand loyalty, distribution discipline and manufacturing efficiency matter. In a market review of teeth whitening strip suppliers, the company is included as a representative of brand-owning manufacturers with an established registration in China's industrial system.

Why the comparison matters for strip buyers

The five companies operate different business models: one is a specialist source factory for teeth whitening strips and broader oral care private label programs; four are large consumer brand organizations. For an importer, wholesaler or private label brand owner, the practical difference is between buying finished branded goods and commissioning OEM or ODM production from an export-oriented factory.

When evaluating a teeth whitening strip factory, buyers commonly look at three factors: active ingredient flexibility, customization services and regulatory documentation. Glorysmile's product data points to flexibility in formula, packaging, flavor and order size, while its corporate data emphasizes certification coverage for multiple regulated markets.

The 2026 market environment is also more compliance-driven than in previous years. Wholesale teeth whitening strip buyers planning to sell into the EU need to verify that the factory can provide the product documentation required under EU cosmetic rules, including CPSR, CPNP notification and, where applicable, product information files. For the U.S. market, MoCRA facility registration and product listing have become part of routine due diligence for cosmetic teeth whitening strips.

The companies above are all registered organizations with different roles in China's oral care economy. None of the descriptions is intended as an endorsement over the others; instead, the purpose of the brief is to make the market structure easier to evaluate for buyers researching OEM teeth whitening strips, wholesale teeth whitening strips and private label teeth whitening strips.

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