

Teeth Whitening Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 112 pages | Mordor Intelligence

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Report description:

The teeth whitening market was valued at USD 6,140.75 million in 2021, and it is estimated to register a CAGR of 4.95% during the forecast period (2022-2027).

The COVID-19 pandemic has turned the spotlight on the increased focus on personal hygiene and home-based dental aesthetics. Dental surgeons, along with paramedics, nurses, and other healthcare staff, are at the greatest risk of contracting and transmitting COVID-19. Since the past few months, dental clinics across the world have been shut down. The pandemic has changed the way the global population has been accessing healthcare, and dental care is no exception. As social distancing continues around the world, people are unable to visit their local dentist for routine or cosmetic dental procedures, and hence, the demand for home-based teeth whitening solutions for stained and discolored teeth continues to grow. The availability of a wide range of products on over-the-counter and online platforms, such as toothpaste, films, and gels, has increased their adoption and positively impacted the market growth during the pandemic. Also, as per the research article published in the British Dental Journal 2020, good oral hygiene is considered the best way to avoid airway infections in patients, especially among COVID-19 patients. The study suggested that the connection between oral microbiomes and COVID-19 complications should be further studied, as most of the comorbidities related to increased risk of complications in COVID-19 are also associated with oral biofilms and periodontal disease. Thus, because of the aforementioned factors, the studied market is expected to be significantly impacted during the pandemic.

The major factors responsible for the growth of the teeth whitening market include the rising awareness about oral hygiene, easy availability of teeth whitening OTC products, and stigma associated with discoloration of teeth.

Moreover, increasing concerns with dental aesthetics are gaining more popularity in modern society and have caused an

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increased demand for dental aesthetic treatments. Young people are influenced more than the middle or older aged groups by media, and as a consequence, their aesthetic awareness has increased, influencing their satisfaction.

Tooth whitening was found to be the most desired treatment by the participants. Similarly, studies on female patients in London and Malaysia showed that tooth whitening was much preferred over natural-colored teeth among female patients in Malaysia and London. Toothpaste consumption is expected to increase, with more consumers looking for an advanced and targeted solution for dental care.

Some of the teeth whitening products are available over the counter. SmileDirectClub Inc. has planned to expand its whitening product line with its new fast-dissolving Whitening Strips in January 2022. Thus, the increasing awareness about oral hygiene and product launches are expected to propel the overall demand for teeth whitening products, resulting in the high growth of the market over the forecast period.

Teeth Whitening Market Trends

The Whitening Toothpaste Segment is Expected to Account for the Largest Market Share Over the Forecast Period

Toothpaste contains coarse abrasives that function by abrading the stains on the tooth surface, giving a whitening effect. The whitening toothpaste is in huge demand due to its quick result and affordable price. The rising adoption of teeth whitening products among the population is also contributing to the market growth. Improvements in product efficacy achieved through advancements in technology are enabling premium brands to effectively compete by offering superior product features and therapeutic benefits.

For instance, in April 2020, Oralgen NuPearl launched its new Oralgen Probiotic Oral Care Whitening Toothpaste, clinically proven to balance healthy bacteria in the mouth and to smile bright with a gentler, fluoride-free formula.

Also, in February 2020, Wellness, a personal care product manufacturing company, launched its new all-natural whitening toothpaste, which is glycerin- and fluoride-free and contains calcium carbonate, peppermint, stevia leaf, and green tea leaf extract.

Thus, because of the efficient advantages of whitening toothpaste and increasing product launches, the whitening toothpaste segment is expected to witness considerable growth over the forecast period.

North America has been Dominating the Teeth Whitening Market, and It is Expected to Continue Doing so Over the Forecast Period

North America is found to hold a major share in the teeth whitening market, and it is expected to show a similar trend over the forecast period, without significant fluctuations. The United States is anticipated to dominate the teeth whitening market, owing to the growing inclination toward cosmetic dentistry. The adoption of these products is likely to increase in the coming years due to increasing awareness of dental aesthetics.

According to the United States Census Data and Simmons National Consumer Survey (NHCS), 307.17 million Americans used toothpaste in 2020, and the number is expected to increase to 316.03 million in 2024. In a survey conducted by the American Dental Association (ADA) Health Policy Institute, 97% of responding dentists indicated that their offices were seeing emergency patients only or not seeing any patients in 2020. Also, with the increasing geriatric population and unhealthy food habits, accompanied by liquor, soda, tobacco, junk food, and caffeine consumption, the prevalence of discoloration of teeth increases, which may positively impact the US market's growth. Moreover, several companies are continuously launching products

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associated with teeth whitening, which is also one of the driving factors for the market. For example, in 2020, Crest, the subsidiary of Procter & Gamble, launched Crest 3DWhitestrips, which fall under the home teeth white whitening category. Thus, because of the aforementioned factors, the teeth whitening market is expected to grow tremendously in North America over the forecast period.

Teeth Whitening Market Competitor Analysis

The market studied is moderately consolidated, with a few companies currently dominating the market globally. Some of the major market players have acquired the maximum share. Some of the key players dominating the market are Colgate-Palmolive, Unilever, Procter & Gamble, and GlaxoSmithKline. These players are focusing on developing innovative products to increase their market shares along with strategic alliances to expand their product portfolios. In February 2020, Procter & Gamble Co. rolled out a teeth-whitening applicator that looks like a pen and removes surface stains on teeth.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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