Global Teeth Whitening Products Market 2015-2019

Description: About Teeth Whitening

Teeth whitening is a bleaching process that has gained popularity over the past two decades. It essentially refers to the process of removing stains or treating discolorations using chemicals, of which carbamide peroxide and hydrogen peroxide being the most common. The concept of teeth whitening has evolved from being a treatment for trauma-related teeth discoloration to a cosmetic treatment for improvement of esthetics. Teeth whitening is a niche segment in the Global Oral Care market. The commercial market for these products began post 1989 and has expanded widely to include rinses, gels, paint-on whiteners, toothpastes, chewing gums, and strips.

The analysts forecast the Global Teeth Whitening Products market to grow at a CAGR of 3.40% during the period 2014-2019.

Covered in this Report

The report covers the present scenario and the growth prospects of the global teeth whitening products market for the period 2015-2019. To calculate the market size, the report considers revenue generated from the sale of whitening toothpaste, strips, and others.

The report Global Teeth Whitening Products Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers North America, Europe, APAC, and ROW; it also covers the global teeth whitening products market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions

- APAC
- Europe
- North America
- ROW

Key Vendors

- Colgate-Palmolive
- GSK
- Johnson & Johnson
- P&G

Other Prominent Vendors

- Brodie & Stone
- CCA Industries
- Church & Dwight
- GO SMILE
- Henkel
- HUL
- Supersmile
- Ultradent Products

Market Drivers

- Increased Demand for Cosmetic Dentistry
- For a full, detailed list, view our report.

Market Challenges
- Safety Concerns
  - For a full, detailed list, view our report.

Market Trends
- Increase in R&D
  - For a full, detailed list, view our report.

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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