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## Report Information

More information from: <https://www.marketresearchfuture.com/reports/electric-toothbrush-market-7983>

# Electric Toothbrush Market Research Report - Forecast till 2027

Report / Search Code: MRFR/CR/6511-CR

Publish Date: February, 2021

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Price	1-user PDF : \$ 4950.0	Enterprise PDF : \$ 7250.0
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## Description:

### Electric Toothbrush Market Overview

Electric Toothbrush Market is Expected to Register a CAGR of 7.46% to Reach USD 5.85 Billion by 2024. The electric toothbrush is an electronically advanced oral product used for cleaning gums, teeth, and tongue. The electric toothbrush is to be moved from side to side or rotated in order to clean the teeth properly. It comes with several advanced features to enhance brushing habits and provide a better brushing experience to individuals. The most prominent features of the electronic toothbrush include whitening benefits, different brushing modes, and gum massaging actions. The pressure sensors of the electric toothbrush allow applying the right amount of pressure for brushing teeth and gums.

A toothbrush is one of the most used items for oral care. It helps in eliminating all the debris or food substances present in the teeth and gums to ensure a germ-free mouth. The increasing awareness among the people relating to the importance of oral hygiene is one of the prominent factors that will drive the growth of the electric toothbrush market. A National Children's Dental Health Month (NCDHM) campaign is conducted by the American Dental Association (ADA) to increase of oral health and hygiene among children. The increase in the disposable income of the people is likely to enhance the market share.

The use of an electric toothbrush helps in keeping the gums, teeth, and tongue healthier and cleaner. The rotating head of the toothbrush allows the bristles to reach all the areas inside the mouth effectively and ensure proper cleaning. The ability of the electric toothbrush to eliminate bad breath and fight gum diseases and gingivitis is expected to accelerate the growth of the electric toothbrush industry.

### Covid-19 Analysis

The pandemic situation had a positive impact on the electric toothbrush market growth. The rapid spread of the Covid-19 pandemic increased the concern of people for personal health and hygiene. It increased the consumer demand for hygiene-related and personal care products. As per a survey conducted by the U.S. Department of Commerce, the sales of personal care and health care stores in the United States increased by 6.9% in May 2020 in comparison to that in June 2019.

The demand for different personal care items had increased in a number of countries even before the lockdown. The main reason for the growth of the Global Market was to prevent getting infected by the Coronavirus. However, the Global market experienced a significant decline due to the lockdown and shutdowns across the world. The leading players of the market are engaged in adopting strategies that will further increase the electric toothbrush market revenue.

### Market Dynamics

#### Major Market Drivers

The increase in awareness relating to oral health and hygiene is one of the key drivers of the electric toothbrush market. According to research, about 95 percent of people in America consider oral health to be a vital part of their overall wellbeing. The rise in disposable income of people in developing countries will further accelerate electric toothbrush industry growth. The increase in oral diseases and oral health issues will also drive the growth of the market size. The increase in the use of electric toothbrush among mentally disabled patients and the geriatric population will further propel the growth of the Global Market.

#### Prominent Market Opportunities

The rise in awareness of oral hygiene among the youth is one of the prominent market opportunities for the increase of the electric toothbrush market share. The premium application of the electric toothbrush, such as gum massage and whitening of teeth, is expected to create lucrative opportunities for the growth of the global market. The adoption and integration of advanced technologies will further create more new opportunities for the growth and expansion of the global market. For instance, the electric toothbrush can be converted into a smart device in order to provide patients and dental professionals with insights into the brushing routine.

#### Market Restraints

According to the electric toothbrush market analysis, the high cost of the electric brush is one of the

main factors that limit the growth of the global market. The environmental concern relating to the disposal of the electric toothbrush is also a major factor that may hinder the growth and development of the global market. According to surveys, nearly 1 billion toothbrushes are thrown in the rubbish bin every year in the United States.

### **Market Challenges**

The need to replace the head of electric toothbrushes every three to five months is a potential challenge that may limit the growth of the electric toothbrush market. The replacement of the head is expensive and is likely to limit the adoption of the electric toothbrush. However, the changing global market trends and advances of an electric toothbrush will accelerate the growth of the electric toothbrush industry.

### **Cumulative Growth Analysis**

According to the electric toothbrush market forecast, the global market is expected to witness significant growth in the coming years. The global market has experienced remarkable growth in recent times. However, the rise in demand for electric toothbrushes among people of all age groups and even handicapped individuals will allow the market to reach its highest potential. The global market is likely to experience a notable growth rate during the forecast period.

### **Segment Overview**

The electric toothbrush market is segmented on the basis of product type, technology, end-users, movement speed, and geographical region.

#### **By Product Type**

Based on product type, the electric toothbrush market is divided into a rechargeable toothbrush and battery toothbrush. The rechargeable toothbrush holds the largest share in the global market.

#### **By Technology**

Based on technology, the global market of the electric toothbrush is bifurcated into a vibrational electric toothbrush and rotational electric toothbrush. The rotational electric toothbrush occupied a larger electric toothbrush market share owing to its effectiveness in gingivitis removal and plaque removal. The vibrational electric toothbrush is expected to witness lucrative growth by the end of the forecast period due to an increase in usage among people.

#### **By End-Users**

Based on end-users, the electric toothbrush market is divided into children and adults. The adult segment acquired a dominant position in the global market share. The adult segment is forecasted to dominate the global market during the forecast period.

#### **By Movement Speed**

Based on movement speed, the electric toothbrush market is divided into sonic and power. The sonic segment occupies the largest share in the global electric market. The power segment also occupies a significant share in the global market.

#### **By Region**

On the basis of geographical region, the electric toothbrush market is divided into North America, Asia Pacific, South America, Europe, and Middle East & Africa.

### **Geographical Region Analysis**

According to the electric toothbrush market outlook, the geographical region analysis includes South America, North America, Asia Pacific, Europe, and Middle East & Africa. North America holds the largest market share in the global market owing to the increase in awareness of the product in the region. The Asia Pacific region is expected to witness significant growth during the forecast period due to the increase in dental diseases among the population.

### **Competitive Landscape**

The leading players of the electric toothbrush market are:

- Colgate Palmolive Co. (New York, U.S.)
- FOREO (Sydney)
- Mouth Watchers (U.S.)
- Church and Dwight (U.S.)
- JSB Healthcare (India)
- Panasonic (Japan)
- Oral - B (P and G) (U.S.)
- **Recent Developments**

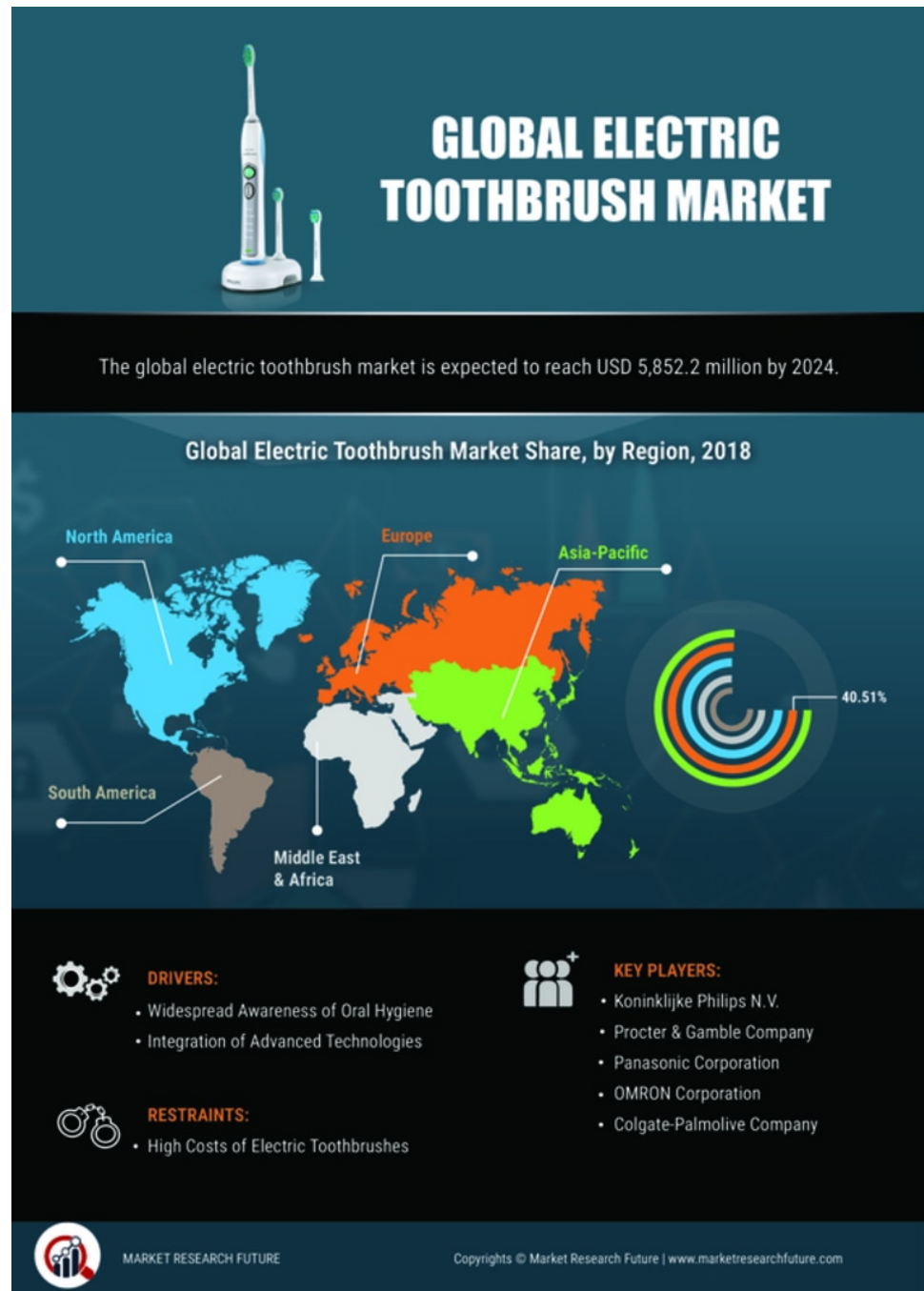
**In June 2021**, Silk'n, a leading hygiene-related and skincare product manufacturer, announced the launch of 'Toothwave' in Toronto, Canada. Toothwave is a toothbrush based on dental radio frequency technology.

**In 2018**, Colgate, a leading player in the global market, launched Colgate Smart Electronic Toothbrush E1 in the United States. The toothbrush operates with Artificial Intelligence technology. The product is available at only Apple.com and selected Apple stores.

## Report Overview

The electric toothbrush market forecast report covers a detailed analysis of the market and sheds light on the various dynamics, current trends, and estimations. The report focuses on the global and regional market, market segments, and key players of the market. The market analysis provides an overview of the driving factors, opportunities, challenges, and restraints of the global market. The market report also highlights the recent developments made by the key players of the industry.

### Infographic Summary:



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