

# Electric Toothbrush Market by Bristle (Soft Bristles and Nanometer Bristles), Head Movement (Sonic/Side-to-side and Rotation/Oscillation), End User (Adult and Children) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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## Abstracts

Electric toothbrush is a battery operated oral hygiene instrument, which works on the principle of rotation and oscillation for cleaning teeth, gums, and tongue. It is equipped with an electric motor attached to the handle, which produces rapid automatic bristle motions, either back-and-forth oscillation or clockwise–anticlockwise rotation for inducing vibrations in the brush head to facilitate cleaning. Electric toothbrush has replaceable nylon bristles, which are considered to be more efficient in oral hygiene than the manual counterparts. These toothbrushes are mainly used by people suffering from arthritis, with dexterity problem, or wearing orthodontic braces. Automatic motions and a plethora of features, such as special modes for sensitive teeth, gum massage, and whitening have increased their popularity among the masses.

The global electric toothbrush market is driven by growing preference for technologically advanced products. Moreover, electric toothbrushes are recommended by dentists across the world, as these help in preventing dental problems like tartar, gingivitis, and plaque formation in oral cavity. In addition, majority of manual brushes are not recyclable, which could hamper the environment. On the other hand, as most of the replacement toothbrush heads can be recycled, they are sustainable in nature. The adoption of these toothbrushes is affected by their high cost and conveyance issue. The average cost of an electric toothbrush ranges between \$15 and \$100, which is detrimental to its widespread use. Extra care need to be taken while cleaning the electric toothbrush after use. For instance, in some cases, the base of electric toothbrush is not waterproof the brush head needs to be removed before cleaning, which is a cumbersome task. Sensitivity is another major factor that hinders the

adoption of electric toothbrush due to the heightened risk of damaging the gums. Furthermore, the cost of replacing the brush heads after every 3 months and the need to replace the batteries of battery-operated counterparts hamper their adoption among the masses. Growing consciousness about oral hygiene among young generation and technological advancements such as connecting camera, Wi-Fi, Bluetooth, and others with toothbrush are expected to propel the growth of the electric toothbrush market in the coming years.

The report segments the global electric toothbrush market on the basis of bristle type, head movement, end user and geography. Bristles can be segmented into soft bristles and nanometer bristles. Based on the head movement, electric toothbrushes are classified into rotation/oscillation and sonic/side-to-side. The end users of the industry are broadly divided into adult and children. Geographically, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in electric toothbrush market are Colgate Palmolive, Panasonic, FOREO, Koninklijke Philips N.V., Procter and Gamble Co., Water Pik, Inc., Mornwell, Shenzhen Risun Technology Co. Ltd., SONIC Chic, JSB Healthcare.

## **KEY BENEFITS FOR STAKEHOLDERS**

This report provides quantitative analysis of the current trends, estimations, and dynamics from 2017 to 2023, which assist in identifying the prevailing market opportunities.

Major countries in each region have been mapped based on the revenue contribution to the global market.

Market player positioning of the industry has been provided to provide a clear understanding of their competitive strengths.

Porter's five forces analysis is used to illustrate the potential of suppliers and buyers in the industry.

Comprehensive analysis of factors that drive and restrict the growth of electric toothbrush is provided.

The report focuses on the regional as well as global market, the key players, and market segments apart from a detailed study on the divisions and application areas.

## Key market segments

### By Bristle Type

Soft

Nanometer

### By Head Movements

Rotation/Oscillation

Sonic/side-to-side

### By End User

Child

Adult

### By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Italy

Rest of Europe

Asia-Pacific

India

China

Japan

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

UAE

South Africa

Rest of LAMEA

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