

# Home Ultrasonic Scaler Market By Type (Titanium, Stainless Steel, Others) , By Distribution Channel (Online Channel, Offline Channel) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/H22784EDF314EN.html>

Date: November 2024

Pages: 280

Price: US\$ 2,655.00 (Single User License)

ID: H22784EDF314EN

## Abstracts

The home ultrasonic scaler market was valued at \$131.6 million in 2023, and is projected to reach \$191.3 million by 2033, growing at a CAGR of 3.8% from 2024 to 2033.

A home ultrasonic scaler is a dental hygiene device designed for personal use that employs ultrasonic technology to clean teeth effectively. It works by generating high-frequency vibrations that create microscopic bubbles in water, which disrupt and remove plaque, tartar, and stains from the tooth surface. These devices are increasingly popular for those who wish to maintain a professional level of dental cleanliness at home, between regular dental visits. With the ability to reach difficult areas and remove biofilm, home ultrasonic scalers are seen as a valuable tool in daily oral care routines, aiding in the prevention of gingivitis and other periodontal diseases.

The growth of the global home ultrasonic scaler market is driven by rise in awareness about the importance of maintaining good oral health and alarming increase in prevalence of oral health issues such as gingivitis, periodontitis, and tartar buildup. Ultrasonic scalers enable effective removal of plaque and tartar, helping prevent these issues. A 2024 study published by the World Health Organization claimed that 3.5 billion individuals worldwide suffer from oral diseases. Furthermore, rise in preference for at-home solutions over frequent dental visits significantly contributes toward the growth of the global market. Moreover, surge in geriatric population acts as the key driving force of the global market. Aged individuals are highly susceptible to tooth loss and other dental diseases. This is attributed to the fact that calcium in teeth of aged individuals

start to leech out, making them brittle, fragile, easily breakable, and susceptible to dental diseases, thereby necessitating the need for home ultrasonic scaler. As per a study published by the World Health Organization in March 2023, the global average prevalence of complete tooth loss is estimated to be 23% among people aged 60 years or older. In addition, rise in disposable income and increase in popularity of preventative dental care encourage consumers to invest in more advanced health and personal care products, which augments the growth of the market. However, higher cost associated with home ultrasonic scalers as compared to traditional manual or electric toothbrushes restrains the growth of the market. Moreover, lack of awareness regarding preventive dental care limit the adoption of advanced home dental tools like ultrasonic scalers, thereby hampering the market growth. On the contrary, improvements in ultrasonic scaling technology, such as enhanced vibration frequency control and ergonomic designs, have made home ultrasonic scalers more accessible, effective, and user-friendly. Such developments are expected to offer lucrative opportunities for the expansion of the market during the forecast period.

The global home ultrasonic scaler market is segmented into type, distribution channel, and region. On the basis of type, the market is categorized into titanium, stainless steel, and others. Depending on distribution channel, it is categorized into online channel and offline channel. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

By type, the titanium segment dominated the home ultrasonic scaler (HTS) market in 2023.

On the basis of distribution channel, the online channel segment exhibited the highest growth in 2023.

Region wise, North America held the largest market share, in terms of revenue, in 2023, and is likely to dominate the market from 2024 to 2033.

## Competition Analysis

Competitive analysis and profiles of the major players in the global home ultrasonic scaler market include Bien Air, S.I.N., J Morita, Dentsply Sirona, Morita, Acteon Group, Piezon, Danaher, Danaher, and Kavo. These major players have adopted various key development strategies such as business expansion, new product launches, and

partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Expanded list for Company Profiles

Historic market data

SWOT Analysis

## Key Market Segments

### By Type

Titanium

Stainless Steel

Others

### By Distribution Channel

Online Channel

Offline Channel

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Bien Air

S.I.N.

J Morita

Dentsply Sirona

Morita

Acteon Group

Piezon

Danaher

Danaher

Kavo

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