

Global Bamboo Toothbrush Market Size study & Forecast, by End-Use (Adults, Kids), By Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Bamboo Toothbrush Market is valued at approximately USD 28.18 million in 2021 and is anticipated to grow with a healthy growth rate of more than 9.5% over the forecast period 2022-2029. Bamboo Toothbrush is a sustainable alternative to plastic-based toothbrush that causes a significant level of environmental pollution. The overall toothbrush is made up of bamboo sticks, except its bristles which are made of Nylon. Moreover, Nylon is used to make bristles due to its properties of being a strong, flexible material. The key factors driving the market growth are increasing demand for eco-friendly oral hygiene products and growing expansion of global oral care market as well as strategic initiatives from leading market players.

The rapid expansion of oral care market worldwide owing to factors such as growing awareness about dental hygiene and the rising prevalence of dental caries is contributing to the growth of the Global Bamboo Toothbrush Market. For instance, according to Statista – as of 2022, the revenue in the global Oral Care segment is estimated at USD 49.38 billion, and the market is expected to grow annually by a CAGR of 5.06% between 2022 and 2026 to reach USD 60.16 billion by end of 2026. Moreover, as per Statista – in 2021, the sales of the oral care market in Brazil were estimated at USD 2.16 billion, and as per projections, the market is expected to generate sales of nearly USD 2.32 billion by 2026. Also, growing awareness towards plastic contamination and rising emergence of D2C e-commerce platforms would create a lucrative growth prospectus for the market over the forecast period. However, the high cost of Bamboo Toothbrushes stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Bamboo Toothbrush Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market players and increasing demand for biodegradable dental care products in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising spending on oral care products as well as new product launches from leading market players in the region.

Major market players included in this report are:

Colgate-Palmolive Company
The Humble Co.
Ecolife Innovations LLC
Brush with Bamboo
The Bamboo Brush Society
Bamboo Brush Co.
Mother's Vault
Yangzhou E.S. Toothbrush Co.; Ltd
Environmental Toothbrush
Bamboo Toothbrush Bam&Boo

Recent Developments in the Market:

In October 2019, Colgate Palmolive in collaboration with Groundwork, a UK based federation of charities helping vulnerable communities launched its new bamboo toothbrush. This new toothbrush from Colgate is made with '100% biodegradable' sustainably grown bamboo and would be available in plastic-free packaging made from recycled cardboard.

In October 2021, Evenflow Brands Tech, a third-party e-commerce marketplace aggregator announced the acquisition of Chennai, India based Rusabl. Rusabl is a leading provider of eco-friendly daily utility goods such as bamboo toothbrushes and steel straws among others.

Global Bamboo Toothbrush Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered End-Use, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By End Use

Adults

Kids

By Distribution Channel

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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