

Global Manual Toothbrush Market Size study & Forecast, by Type (Ultra-soft, Medium Soft, Hard), by End-user (Individuals, Dental Clinics/Offices), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Manual Toothbrush Market is valued at approximately USD 5.34 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 7.5% over the forecast period 2022-2029. Manual Toothbrush is referred to as a handheld brush that is created by using hard plastic and it consists of soft plastic bristles to clean between the teeth and the gums. This toothbrush helps in removing plaque, food, and debris by moving the brush up and down over the teeth and gums. Factors such as the growing popularity of plant-based and biodegradable materials-based toothbrushes, increasing disposable income, and increasing incidences of oral diseases are some prominent factors that are bolstering the market demand across the globe.

The growing awareness regarding dental hygiene is considered a key aspect of human health, which is directly associated with the demand for manual toothbrushes among the population. According to Statista analysis, the global dental market was estimated to be worth around USD 31.5 billion in the year 2018, which is flourishingly growing and reached USD 36.8 billion in 2021. Thus, these aforementioned factors are augmenting the growth of the market worldwide. Moreover, the rising introduction of innovative products, as well as the increasing availability of products on various e-commerce platforms are presenting various lucrative opportunities over the forecasting years. However, the increase in competitive pricing is challenging the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Manual Toothbrush Market study include

Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia Pacific dominated the market in terms of revenue, owing to the presence of a huge consumer base, the rise in environment-conscious consumers, and shifting preferences towards branded toothbrushes. Whereas, North America is also expected to grow at a significant growth rate during the forecast period, owing to factors such as high importance of oral hygiene and presence of leading market players in the market space.

Major market players included in this report are:

Colgate-Palmolive Company

Johnson & Johnson

Church & Dwight Co. Inc.

Unilever

Proctor & Gamble

Pigeon Corporation

Anchor Group

Oriflame

Amway

Dr. Fresh

Recent Developments in the Market:

In October 2021, Oral-B declared the introduction of the DROP SWAP SMILE initiative with Veolia and Shaver Shop which allows Australians a new way to sustainably dispose of used toothbrushes. Under this initiative, population participated by dropping their old toothbrushes in a collection bin that is set-up at Shaver Shop stores around Australia.

In February 2021, Colgate announced the launch of Colgate's 2025 Sustainability & Social Impact Strategy, which aims on decreasing the amount of toothbrush plastic waste by half. Also, the company makes sure to eliminate one-third of the new plastics used in its packaging as part of the transition to 100% recyclable, reusable, or compostable plastic packaging by 2025.

Global Manual 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 Type, End-user, 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 Type:

Ultra-soft

Medium Soft

Hard

By End-user:

Individuals

Dental Clinics/Offices

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Manual Toothbrush Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Manual Toothbrush Market, by Type, 2019-2029 (USD Billion)
 - 1.2.3. Manual Toothbrush Market, by End-user, 2019-2029 (USD Billion)
 - 1.2.4. Manual Toothbrush Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL MANUAL TOOTHBRUSH MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL MANUAL TOOTHBRUSH MARKET DYNAMICS

- 3.1. Manual Toothbrush Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Growing awareness regarding dental hygiene
 - 3.1.1.2. Growing incidences of oral diseases
 - 3.1.2. Market Challenges
 - 3.1.2.1. Increase in competitive pricing
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising introduction of innovative products
 - 3.1.3.2. Increasing availability of products on various e-commerce platforms

CHAPTER 4. GLOBAL MANUAL TOOTHBRUSH MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL MANUAL TOOTHBRUSH MARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Global Manual Toothbrush Market by Type, Performance - Potential Analysis
- 6.3. Global Manual Toothbrush Market Estimates & Forecasts by Type 2019-2029 (USD Billion)
- 6.4. Manual Toothbrush Market, Sub Segment Analysis
 - 6.4.1. Ultra-soft
 - 6.4.2. Medium Soft
 - 6.4.3. Hard

CHAPTER 7. GLOBAL MANUAL TOOTHBRUSH MARKET, BY END-USER

- 7.1. Market Snapshot
- 7.2. Global Manual Toothbrush Market by End-user, Performance - Potential Analysis
- 7.3. Global Manual Toothbrush Market Estimates & Forecasts by End-user 2019-2029 (USD Billion)
- 7.4. Manual Toothbrush Market, Sub Segment Analysis

7.4.1. Individuals

7.4.2. Dental Clinics/Offices

CHAPTER 8. GLOBAL MANUAL TOOTHBRUSH MARKET, BY DISTRIBUTION CHANNEL

8.1. Market Snapshot

8.2. Global Manual Toothbrush Market by Distribution Channel, Performance - Potential Analysis

8.3. Global Manual Toothbrush Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)

8.4. Manual Toothbrush Market, Sub Segment Analysis

8.4.1. Online

8.4.2. Offline

CHAPTER 9. GLOBAL MANUAL TOOTHBRUSH MARKET, REGIONAL ANALYSIS

9.1. Manual Toothbrush Market, Regional Market Snapshot

9.2. North America Manual Toothbrush Market

9.2.1. U.S. Manual Toothbrush Market

9.2.1.1. Type breakdown estimates & forecasts, 2019-2029

9.2.1.2. End-user breakdown estimates & forecasts, 2019-2029

9.2.1.3. Distribution Channel breakdown estimates & forecasts, 2019-2029

9.2.2. Canada Manual Toothbrush Market

9.3. Europe Manual Toothbrush Market Snapshot

9.3.1. U.K. Manual Toothbrush Market

9.3.2. Germany Manual Toothbrush Market

9.3.3. France Manual Toothbrush Market

9.3.4. Spain Manual Toothbrush Market

9.3.5. Italy Manual Toothbrush Market

9.3.6. Rest of Europe Manual Toothbrush Market

9.4. Asia-Pacific Manual Toothbrush Market Snapshot

9.4.1. China Manual Toothbrush Market

9.4.2. India Manual Toothbrush Market

9.4.3. Japan Manual Toothbrush Market

9.4.4. Australia Manual Toothbrush Market

9.4.5. South Korea Manual Toothbrush Market

9.4.6. Rest of Asia Pacific Manual Toothbrush Market

9.5. Latin America Manual Toothbrush Market Snapshot

- 9.5.1. Brazil Manual Toothbrush Market
- 9.5.2. Mexico Manual Toothbrush Market
- 9.5.3. Rest of Latin America Manual Toothbrush Market
- 9.6. Rest of The World Manual Toothbrush Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Company Profiles
 - 10.2.1. Colgate-Palmolive Company
 - 10.2.1.1. Key Information
 - 10.2.1.2. Overview
 - 10.2.1.3. Financial (Subject to Data Availability)
 - 10.2.1.4. Product Summary
 - 10.2.1.5. Recent Developments
 - 10.2.2. Johnson & Johnson
 - 10.2.3. Church & Dwight Co. Inc.
 - 10.2.4. Unilever
 - 10.2.5. Proctor & Gamble
 - 10.2.6. Pigeon Corporation
 - 10.2.7. Anchor Group
 - 10.2.8. Oriflame
 - 10.2.9. Amway
 - 10.2.10. Dr. Fresh

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Manual Toothbrush Market, report scope

TABLE 2. Global Manual Toothbrush Market estimates & forecasts by Region
2019-2029 (USD Billion)

TABLE 3. Global Manual Toothbrush Market estimates & forecasts by Type 2019-2029
(USD Billion)

TABLE 4. Global Manual Toothbrush Market estimates & forecasts by End-user
2019-2029 (USD Billion)

TABLE 5. Global Manual Toothbrush Market estimates & forecasts by Distribution
Channel 2019-2029 (USD Billion)

TABLE 6. Global Manual Toothbrush Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 7. Global Manual Toothbrush Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 8. Global Manual Toothbrush Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 9. Global Manual Toothbrush Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 10. Global Manual Toothbrush Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 11. Global Manual Toothbrush Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 12. Global Manual Toothbrush Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 13. Global Manual Toothbrush Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 14. Global Manual Toothbrush Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 15. Global Manual Toothbrush Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 16. U.S. Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 17. U.S. Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 18. U.S. Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 19. Canada Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 20. Canada Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. Canada Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. UK Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 23. UK Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. UK Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. Germany Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 26. Germany Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. Germany Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. France Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 29. France Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. France Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. Italy Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 32. Italy Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Italy Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Spain Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 35. Spain Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. Spain Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. RoE Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 38. RoE Manual Toothbrush Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 39. RoE Manual Toothbrush Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 40. China Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 41. China Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 42. China Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 43. India Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 44. India Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 45. India Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 46. Japan Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 47. Japan Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 48. Japan Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 49. South Korea Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 50. South Korea Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 51. South Korea Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 52. Australia Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 53. Australia Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 54. Australia Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 55. RoAPAC Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 56. RoAPAC Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 57. RoAPAC Manual Toothbrush Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 58. Brazil Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 59. Brazil Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Brazil Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Mexico Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 62. Mexico Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. Mexico Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. RoLA Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 65. RoLA Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. RoLA Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. Row Manual Toothbrush Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 68. Row Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. Row Manual Toothbrush Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Manual Toothbrush Market

TABLE 71. List of primary sources, used in the study of global Manual Toothbrush Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Manual Toothbrush Market, research methodology
 - FIG 2. Global Manual Toothbrush Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Manual Toothbrush Market, key trends 2021
 - FIG 5. Global Manual Toothbrush Market, growth prospects 2022-2029
 - FIG 6. Global Manual Toothbrush Market, porters 5 force model
 - FIG 7. Global Manual Toothbrush Market, pest analysis
 - FIG 8. Global Manual Toothbrush Market, value chain analysis
 - FIG 9. Global Manual Toothbrush Market by segment, 2019 & 2029 (USD Billion)
 - FIG 10. Global Manual Toothbrush Market by segment, 2019 & 2029 (USD Billion)
 - FIG 11. Global Manual Toothbrush Market by segment, 2019 & 2029 (USD Billion)
 - FIG 12. Global Manual Toothbrush Market by segment, 2019 & 2029 (USD Billion)
 - FIG 13. Global Manual Toothbrush Market by segment, 2019 & 2029 (USD Billion)
 - FIG 14. Global Manual Toothbrush Market, regional snapshot 2019 & 2029
 - FIG 15. North America Manual Toothbrush Market 2019 & 2029 (USD Billion)
 - FIG 16. Europe Manual Toothbrush Market 2019 & 2029 (USD Billion)
 - FIG 17. Asia Pacific Manual Toothbrush Market 2019 & 2029 (USD Billion)
 - FIG 18. Latin America Manual Toothbrush Market 2019 & 2029 (USD Billion)
 - FIG 19. Global Manual Toothbrush Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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