

Global Oral Irrigator Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/OA207A939EC0EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: OA207A939EC0EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Oral Irrigator market size will reach 783.64 Million USD in 2025 and is projected to reach 1,208.19 Million USD by 2032, with a CAGR of 6.38% (2025-2032). Notably, the China Oral Irrigator market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An oral irrigator, also known as a water flosser or dental water jet, is a device used for oral hygiene. It delivers a pressurized stream of water to clean between the teeth and along the gumline, removing food particles and plaque buildup. It's typically used as a complement to regular toothbrushing and flossing, providing a gentle and effective way to promote gum health and prevent dental issues. Oral irrigators are particularly useful for individuals with orthodontic appliances, dental implants, or sensitive gums, and they offer an alternative to traditional string flossing. They come in various models, with adjustable pressure settings, and may include additional features such as pulsation or different nozzle attachments to customize the cleaning experience. Overall, oral irrigators are a valuable tool in maintaining optimal oral health.

The major global manufacturers of Oral Irrigator include Waterpik, Inc, Philips, Panasonic, BAIr, Conair, Candeon Technologies, Risuntech, P&G, Fly Cat Electrical, Guangzhou Stars Pulse, Xiaomi, Bixdo (SH) Healthcare Technology, Guangdong Roman Technology, Shu Keshi (Shenzhen) Technology, Midea Group, Hydro Floss, Matwave, Pro-Floss, H2Oral, Jetpik, Aquapick, etc. The global players competition

landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Oral Irrigator. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Oral Irrigator market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Oral Irrigator market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Oral Irrigator industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Oral Irrigator Include:

Waterpik, Inc

Philips

Panasonic

BAiR

Conair

Candeon Technologies

Risuntech

P&G

Fly Cat Electrical

Guangzhou Stars Pulse

Xiaomi

Bixdo (SH) Healthcare Technology

Guangdong Roman Technology

Shu Keshi(Shenzhen)Technology

Midea Group

Hydro Floss

Matwave

Pro-Floss

H2Oral

Jetpik

Aquapick

Oral Irrigator Product Segment Include:

Countertop Oral Irrigator

Cordless Oral Irrigator

Oral Irrigator Product Application Include:

Household

Dental Clinic

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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