

# Global Electric Toothbrush Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G7E8A640A11EN.html>

Date: January 2024

Pages: 153

Price: US\$ 3,480.00 (Single User License)

ID: G7E8A640A11EN

## Abstracts

According to our (Global Info Research) latest study, the global Electric Toothbrush market size was valued at USD 1686.9 million in 2023 and is forecast to a readjusted size of USD 2446.5 million by 2030 with a CAGR of 5.5% during review period.

This report studies the Electric Toothbrush market, An electric toothbrush is a toothbrush that makes rapid, automatic bristle motions, either back-and-forth oscillation or rotation-oscillation (where the brush head alternates clockwise and counterclockwise rotation), in order to clean teeth. Motions at sonic speeds or below are made by a motor. In the case of ultrasonic toothbrushes, ultrasonic motions are produced by a piezoelectric crystal. A modern electric toothbrush is usually powered by a rechargeable battery charged through inductive charging when the brush sits in the charging base between uses.

Global Electric Toothbrush key players include P&G (Oral-B and Crest), Philips Sonicare, Panasonic, Colgate, Church & Dwight, etc. Global top five manufacturers hold a share about 80%. Europe is the largest market, with a share about 50%. In terms of product, Battery Powered Toothbrushes is the largest segment, with a share about 95%. And in terms of application, the largest application is Adults Electric Toothbrush, followed by Children Electric Toothbrush.

The Global Info Research report includes an overview of the development of the Electric Toothbrush industry chain, the market status of Adults Electric Toothbrush (Rechargeable Toothbrushes, Battery Powered Toothbrushes), Children Electric Toothbrush (Rechargeable Toothbrushes, Battery Powered Toothbrushes), and key enterprises in developed and developing market, and analysed the cutting-edge

technology, patent, hot applications and market trends of Electric Toothbrush.

Regionally, the report analyzes the Electric Toothbrush markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Electric Toothbrush market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Electric Toothbrush market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Electric Toothbrush industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Rechargeable Toothbrushes, Battery Powered Toothbrushes).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Electric Toothbrush market.

**Regional Analysis:** The report involves examining the Electric Toothbrush market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Electric Toothbrush market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Electric Toothbrush:

**Company Analysis:** Report covers individual Electric Toothbrush manufacturers,

suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Electric Toothbrush. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Adults Electric Toothbrush, Children Electric Toothbrush).

**Technology Analysis:** Report covers specific technologies relevant to Electric Toothbrush. It assesses the current state, advancements, and potential future developments in Electric Toothbrush areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Electric Toothbrush market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Electric Toothbrush market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Rechargeable Toothbrushes

Battery Powered Toothbrushes

### Market segment by Application

Adults Electric Toothbrush

Children Electric Toothbrush

## Major players covered

Philips Sonicare

P&G (Oral-B and Crest)

Panasonic

Colgate

Wellness Oral Care

Interplak(Conair)

Church & Dwight (Arm & Hammer, Waterpik, Spinbrush)

Lion

Lebond

Ningbo Seago Electric

Risun Technology

SEASTAR Corporation

Minimum

Dretec

JSB Healthcare

Brush Buddies (Soniclean)

SONIC Chic

Brio Product

usmile

Saky

Xiaomi

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Electric Toothbrush product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Toothbrush, with price, sales, revenue and global market share of Electric Toothbrush from 2019 to 2024.

Chapter 3, the Electric Toothbrush competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Toothbrush breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Electric Toothbrush market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Electric Toothbrush.

Chapter 14 and 15, to describe Electric Toothbrush sales channel, distributors, customers, research findings and conclusion.

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