

Electric Toothbrush Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/EC69611C962EEN.html>

Date: November 2024

Pages: 225

Price: US\$ 4,850.00 (Single User License)

ID: EC69611C962EEN

Abstracts

The Global Electric Toothbrush Market was valued at USD 4.5 billion in 2023 and is projected to grow at 7% CAGR from 2024 to 2032. This growth is largely attributed to increasing awareness of the importance of oral hygiene and the rising focus on advanced dental care solutions.

Electric toothbrushes have evolved significantly, with modern models incorporating cutting-edge features such as pressure sensors, built-in timers, smart connectivity, and app integration. These innovations appeal particularly to tech-savvy customers. Pressure sensors prevent excessive brushing pressure that could damage gums, while timers ensure users brush for the recommended duration. Smart features, including app connectivity, allow individuals to track their brushing habits, receive tailored recommendations, and monitor their oral health progress.

The market is divided into two primary product types: rechargeable electric toothbrushes and battery-powered models. Rechargeable electric toothbrushes dominated the market in 2023, accounting for USD 3.2 billion. This segment is projected to continue its growth with a CAGR of 7.3% between 2024 and 2032. Rechargeable models are more convenient, cost-effective over the long term, and environmentally friendly. Unlike battery-powered alternatives that require frequent battery changes, rechargeable brushes use durable batteries that can be reused, reducing waste and the need for constant purchases.

The market is also segmented by end-user, with adults and children as the two primary categories. The adult segment held a significant share of 76.8% in 2023 and is expected to grow at a CAGR of 7.4% during 2024-2032. Adults are more inclined to

invest in electric toothbrushes due to their superior cleaning efficiency, which offers better plaque removal and overall oral care compared to traditional manual brushes. As awareness of oral hygiene continues to rise, the demand for advanced dental care devices among adults is likely to increase.

In North America, the electric toothbrush market reached USD 1.5 billion in 2023 and is expected to grow at a CAGR of 6.9% through 2032. This growth is driven by heightened consumer awareness of oral health and a growing preference for electric toothbrushes. Additionally, the region benefits from the presence of leading manufacturers and robust marketing efforts that promote the advantages of electric toothbrushes, fueling demand and further market expansion.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising awareness of oral hygiene
 - 3.2.1.2 Innovation in electric toothbrush designs
 - 3.2.1.3 Convenience and ease of use
 - 3.2.1.4 Professional endorsements and recommendations
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Battery life and charging issues
 - 3.2.2.2 Consumer preference for manual brushing
- 3.3 Technology & innovation landscape

3.4 Consumer buying behavior analysis

3.4.1 Demographic trends

3.4.2 Factors affecting buying decision

3.4.3 Consumer product adoption

3.4.4 Preferred distribution channel

3.5 Growth potential analysis

3.6 Regulatory landscape

3.7 Pricing analysis

3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 – 2032, (USD BILLION)

5.1 Rechargeable electric toothbrushes

5.2 Battery-powered electric toothbrushes

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY END USE, 2021 – 2032, (USD BILLION)

6.1 Key trends

6.2 Adults

6.3 Children

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 – 2032, (USD BILLION)

7.1 Key trends

7.2 Low

7.3 Medium

7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2032, (USD BILLION)

- 8.1 Key trends
- 8.2 Online
 - 8.2.1 E-commerce
 - 8.2.2 Company owned website
- 8.3 Offline
 - 8.3.1 Supermarkets & pharmacies
 - 8.3.2 Specialty stores

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD BILLION)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
 - 9.4.6 Malaysia
 - 9.4.7 Indonesia
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
- 9.6 MEA
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 South Africa

CHAPTER 10 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

- 10.1 Brush Buddies
- 10.2 Church & Dwight
- 10.3 Colgate-Palmolive
- 10.4 Conair (Interplak)
- 10.5 Dretec
- 10.6 Fairywill
- 10.7 FOREO
- 10.8 JSB Healthcare
- 10.9 Kolibree
- 10.10 Lion
- 10.11 Ningbo Seago Electric
- 10.12 Omron Healthcare
- 10.13 Panasonic
- 10.14 Philips
- 10.15 Procter & Gamble
- 10.16 Rotadent
- 10.17 SEASTAR
- 10.18 Shenzhen Risun Technology
- 10.19 Smilex
- 10.20 SONIC Chic
- 10.21 Wellness Oral Care

I would like to order

Product name: Electric Toothbrush Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Product link: <https://marketpublishers.com/r/EC69611C962EEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EC69611C962EEN.html>