

# Toilet Bowl Brush Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Toilet Bowl Brush Market was valued at USD 7.5 billion in 2024 and is projected to grow at a CAGR of 5.1% between 2025 and 2034. This growth is primarily driven by advancements in product design and material innovation, which cater to the increasing consumer demand for functionality and sustainability. Consumers are showing a strong preference for eco-friendly options, such as self-cleaning brushes and silicone bristles, as environmental awareness continues to rise. Manufacturers are also capitalizing on the premium segment by offering aesthetically appealing, multifunctional, and well-crafted toilet brushes, which are gaining traction among high-end consumers.

The toilet bowl brush market is segmented into manual and electric types. In 2024, the manual brush segment dominated the market, reaching a value of USD 6.1 billion, and is expected to grow at a CAGR of 4.6% between 2025 and 2034. Manual brushes remain a popular choice due to their affordability and ease of use, especially in regions where advanced cleaning technologies are less accessible. Despite the availability of high-tech cleaning devices, manual brushes continue to be the most widely used option, owing to their practicality and widespread availability. The electric segment, while smaller, is gradually gaining momentum as consumers seek innovative and efficient cleaning solutions.

When analyzing material types, the market is categorized into plastic, wood, stainless steel, silicone, and other alternatives such as bamboo. In 2024, plastic brushes held the largest market share, accounting for 63.6%. This dominance is attributed to the cost-effectiveness, durability, and versatility of plastic as a material. Plastic toilet brushes are available in a wide range of designs, making them accessible to a broad consumer base. Their affordability and ease of replacement further enhance their appeal.

compared to other materials. The plastic segment is expected to grow at a CAGR of 4.3% between 2025 and 2034, maintaining its strong position in the market. Meanwhile, materials like silicone and bamboo are gaining attention due to their eco-friendly properties, aligning with the growing demand for sustainable products.

The U.S. toilet bowl brush market is anticipated to grow at a CAGR of 5% between 2025 and 2034, generating an estimated USD 1.2 billion in 2025. The U.S. remains a key market, driven by an increasing focus on hygiene and cleanliness standards. As American households become more health-conscious, there is a noticeable shift toward premium, self-cleaning products that offer enhanced functionality and ergonomic features. The demand for high-quality cleaning tools is further supported by a growing awareness of hygiene practices, which continues to boost the market for toilet bowl brushes in the region. Additionally, the rising trend of home improvement and interior design is encouraging consumers to invest in aesthetically pleasing and functional cleaning tools, further driving market growth.

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