

Bamboo Toothbrush Market Size, Share & Trends Analysis Report By End Use (Adults, Kids), By Distribution Channel (Online, Offline), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2020 - 2027

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Abstracts

The global bamboo toothbrush market size is expected to reach USD 48.3 million by 2027, registering a CAGR of 9.5% over the forecast period, according to a new report by Grand View Research, Inc. Rising awareness toward the health and hygiene along with plastic pollution across the globe are the key factors for the market growth. Moreover, increasing side effects of plastic brushes and bristles has propelled the adoption of bamboo toothbrush among customers across the global market.

Since past few years, the governments of various countries around the world including Germany, Japan, Thailand, and South Africa have introduced anti-plastic policies along with several stringent regulations for plastic products and are successfully recycling plastics. According to a report 'Single-use Plastics: A Roadmap for Sustainability' published by the United Nations (UN), in 2018, countries such as Germany, Finland, Austria, Spain, Sweden, Canada, Australia, Thailand have the most successful stringent policies for the plastic products.

The governments of various countries are promoting the eco-friendly alternatives for plastic goods, which are anticipated to boost the demand for bamboo toothbrush across the globe. Plastic toothbrushes directly go to landfills and only a small part is recycled, which creates a huge plastic pollution. These factors are anticipated to boost the product demand over the forecast period.

North America was the largest bamboo toothbrush market, accounting for a revenue

share of over 40.0% in 2019 owing to increasing adoption of biodegradable and eco-friendly dental care products. Major manufacturers such as Colgate-Palmolive Company, The Humble Co., Bamboo Brush Co., Brush with Bamboo, and Environmental Toothbrush are launching new products to gain maximum penetration across the globe.

Europe is one of the prominent markets, where manufacturers are launching new products to cater to the increasing demand from the customers. For instance, in October 2019, Colgate-Palmolive Company launched bamboo toothbrush in order to curb the increasing plastic pollution around the globe. These products are made of 100% bamboo, which are grown sustainably. The handle of the toothbrush is coated with beeswax to improve the durability and minimize water absorption.

Further key findings from the report suggest:

The adult segment dominated the bamboo toothbrush market with a revenue share of over 75% in 2019, owing to increased spending on natural and eco-friendly dental care products among working class professionals globally

The online segment is projected to foresee the fastest growth, expanding at a CAGR of 9.8% from 2020 to 2027. Customers are now adopting e-commerce owing to availability of wide range of products with special pricing and great discounts

Asia Pacific is projected to remain one of the key lucrative markets, witnessing a CAGR of 10.1% from 2020 to 2027 on account of increasing number of new players with wide range of innovative products in key markets including China and India

Key players include Colgate-Palmolive Company, The Humble Co., Ecolife Innovations LLC, Brush with Bamboo, The Bamboo Brush Society, Bamboo Brush Co., Mother's Vault, Yangzhou E.S. Toothbrush Co., Ltd, Environmental Toothbrush, and Bamboo Toothbrush Bam&Boo.

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