

Electric Toothbrush Market Size, Share & Trends Analysis Report By Technology (Vibrational, Rotational), By End Use, By Region (North America, Europe, Asia Pacific, Latin America, MEA), And Segment Forecasts, 2025 - 2030

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Abstracts

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Electric Toothbrush Market Growth & Trends

The global electric toothbrush market size is estimated to reach USD 4.70 billion by 2030, expanding at a CAGR of 5.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. This can be attributed to increasing disposable income and growing awareness regarding oral hygiene. In addition, technological advancements in electric toothbrushes is expected to fuel market growth. Continued efforts to improve awareness levels among the global population is another key factor driving the market. For instance, The American Dental Association (ADA) conducts a National Children's Dental Health Month (NCDHM) campaign every year, which is aimed at increasing awareness regarding oral hygiene among children with the help of dental professionals.

High prevalence of oral health diseases has also benefited the market. Dental plaque affects nearly 11.0% of the population worldwide and is the chief cause of gingivitis and tooth decay. Plaque removal and reduction of gingivitis plays a critical role in maintenance of good dental health. Electric toothbrushes offer superior reduction of plaque and gingivitis when compared to manual variants. According to the Cochrane Review, which analyzed nearly 56 trials with around 5068 participants, electric toothbrushes demonstrated nearly 21.0% more reduction in plaque and around 11.0% higher reduction in gingivitis after three months of use as compared to manual ones.

The global electric toothbrush market is highly competitive with players actively involved in development of innovative and technologically advanced products to withstand competition. For instance, in 2016, Procter & Gamble launched the Oral-B GENIUS electric toothbrush. This product was equipped with position detection technology, coupled with triple pressure control, and also included a professional timer, which enabled individuals to brush as per dentist recommendations.

Electric Toothbrush Market Report Highlights

The rotational segment dominated the electric toothbrush industry with the largest revenue share of 55.2% in 2024. This can be attributed to better dental clean-up provided by rotating/oscillating brush heads. By end use, the children segment is anticipated to witness lucrative growth over the forecast period. Ease of use offered by electric toothbrushes, especially for kids who find manual brushing difficult, is one of the key growth drivers. Children's enthusiasm to use these devices also contributes to segment growth.

The North American electric toothbrush market is dominated, with a revenue share of 35.4% in 2024. This can be attributed to the availability of advanced product variants, high emphasis on maintenance of good oral health, and comparatively higher disposable income in the region.

Some of the key players in this vertical are Den-Mat Holdings, LLC; Colgate Palmolive; Water Pik, Inc.; Procter and Gamble Co.; Koninklijke Philips N.V.; and FOREO.

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