

# Interdental Cleaning Products Market Size, Share & Trends Analysis Report By Product (Interdental Brushes, Toothpicks, Dental Tapes), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030

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## Abstracts

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### Interdental Cleaning Products Market Growth & Trends

The global interdental cleaning products market size is anticipated to reach USD 1.77 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 6.3% from 2025 to 2030. Increasing prevalence of dental cavity and rising awareness related to dental hygiene are expected to drive the market. Increase in dental problems like plaque and bad breath is fueling the demand for interdental cleaning products.

Increasing dental problems like cavities and inflammation of the gums is one of the reasons for the growth of the market. For instance, around 35 to 45 percent of the tooth surfaces are found to have interdental spaces. More than 500 bacterial species are found to be in plaque, which may lead to bad breath. Owing to improper dental care, the plaque can build up on the gum line and below the teeth that may cause many dental problems. In order to get rid of these problems, many innovative techniques are used like electrical brushes and dental tapes. This may lead to the market growth in the upcoming years.

A flexible interdental brush helps to get rid of the problems in between the teeth where a regular brush cannot reach. Major players are taking many initiatives to spread awareness related to dental hygiene and good breath. There are new innovative products

launches that may boost the market growth in upcoming years. For instance, in 2019, TePe's Interdental Brushes was awarded as the best product in the global market and it is mainly used in U.K. with over more than 10000 shoppers voting it the best product.

The interdental brushes segment is expected to witness the fastest growth over the forecast period. This is mainly due to advancement in technology such as battery powered and electric interdental cleaning brushes. These help in complete mouth cleaning and removing the food particles.

Europe is emerged as the largest market in 2018 and is expected to witness significant growth over the forecast period. Increasing prevalence of oral problems mainly in the western part of Europe are the regions for the growth of the market. Asia Pacific is anticipated to be the fastest growing regional market over the forecast period due to growing population. For instance, in February 2019, Philips announced to launch new products in interdental cleaning as Phillips India is the largest market in India for such products.

### Interdental Cleaning Products Market Report Highlights

The toothpicks segment accounted for the largest revenue share of 44.8% in the global market in 2024 and is further expected to maintain its leading position during the forecast period.

The interdental brushes segment is expected to grow at the fastest CAGR from 2025 to 2030 in the global interdental cleaning products industry.

The offline channel accounted for a dominant revenue share in the global market in 2024, owing to the increasing availability of these products in convenience stores, pharmacies, dental clinics, and other physical retail outlets.

The Europe interdental cleaning products market accounted for the leading global revenue share of 29.8% in 2024, aided by the rising frequency of public health campaigns focusing on oral hygiene in regional economies.

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