

# **Electric Toothbrush Market Report by Technology (Rotational, Vibrational), Bristle Type (Soft Bristles, Nanometer Bristles), Distribution Channel (Online, Offline), End User (Adults, Children), and Region 2024-2032**

<https://marketpublishers.com/r/E9AF0B9D1A9FEN.html>

Date: January 2024

Pages: 149

Price: US\$ 3,899.00 (Single User License)

ID: E9AF0B9D1A9FEN

## **Abstracts**

The global electric toothbrush market size reached US\$ 3.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.7 Billion by 2032, exhibiting a growth rate (CAGR) of 4.1% during 2024-2032.

An electric, or power, toothbrush refers to a device used for cleaning the teeth, tongue and gums through rapid and automatic bristle motions. It uses rotations and side-to-side movements of the head and is effective in removing the plaque and minimizing the effects of gingivitis. The electric toothbrush consists of timers, digital reminder systems, multiple brush head attachments and pressure sensors that prevent the user from brushing too aggressively and damaging the tooth enamel and gums. It also offers various brushing modes, such as routine brushing, gum care, deep cleaning, tongue cleaning, whitening and minimizing tooth sensitivity.

The increasing prevalence of oral and tooth-related ailments is one of the key factors driving the growth of the market. Furthermore, changing lifestyles and the adoption of unhealthy dietary patterns, including consumption of sugar-rich foods, alcohol and tobacco, have enhanced the occurrence of cavities and other dental problems, thereby increasing the demand for oral care products, such as the electric toothbrush. In line with this, product manufacturers are using innovative silicon-based soft bristles that do not cause irritation and minimize the pain caused while brushing sensitive areas of oral cavities. Additionally, various technological advancements, such as the development of smart electric toothbrushes with innovative pressure sensor technology, head

replacement reminding capability, bluetooth connectivity and real-time data transfer to smartphones for constant monitoring, are contributing to the market growth. Other factors, including rising disposable incomes of the consumers, along with aggressive promotional activities by manufacturers and easy product availability through online retail channels, are expected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global electric toothbrush market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on technology, bristle type, distribution channel and end user.

#### Breakup by Technology:

Rotational  
Vibrational

#### Breakup by Bristle Type:

Soft Bristles  
Nanometer Bristles

#### Breakup by Distribution Channel:

Online  
Offline

#### Breakup by End User:

Adults  
Children

#### Breakup by Region:

North America  
United States  
Canada  
Asia Pacific  
China

Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Church & Dwight Co. Inc., Colgate-Palmolive Company, Conair Corporation (Jarden), Den-Mat Holdings LLC, Dr. Fresh LLC (High Ridge Brands Co.), FOREO, Koninklijke Philips N.V., Lion Corporation, Panasonic Corporation, Shenzhen Risun Technology Co. Ltd. and Procter & Gamble Company.

#### Key Questions Answered in This Report

1. What was the size of the global electric toothbrush market in 2023?
2. What is the expected growth rate of the global electric toothbrush market during 2024-2032?
3. What are the key factors driving the global electric toothbrush market?
4. What has been the impact of COVID-19 on the global electric toothbrush market?
5. What is the breakup of the global electric toothbrush market based on the technology?
6. What is the breakup of the global electric toothbrush market based on the bristle type?
7. What is the breakup of the global electric toothbrush market based on the distribution

channel?

8. What is the breakup of the global electric toothbrush market based on the end user?
9. What are the key regions in the global electric toothbrush market?
10. Who are the key players/companies in the global electric toothbrush market?

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