

Global Electric Toothbrush Market Analysis (2018-2024)

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Abstracts

The Global Electric Toothbrush Market size is expected to reach \$3.9 billion by 2024, rising at a market growth of 8.1% CAGR during the forecast period.

The electrical toothbrush is a form of toothbrush which makes rapid, automatic bristle motions and is used in cleaning teeth. Brushing teeth manually could lead to damage of enamel and the gums. Electric toothbrush are equipped with pressure sensors, which ensures appropriate pressure is applied while brushing.

Growing awareness about oral hygiene has significantly contributed to the growth of the electric toothbrush market. Additionally, rising disposable income among the middle class population in the developing countries has fuelled the adoption of electric toothbrushes. However, the cost of these brushes acts as a major restraint, especially in the underdeveloped countries.

Based on the Bristle type, the Electric Toothbrush market is segmented into Soft Bristle and Nanometer Bristle. Based on the Head Movement, the market is segmented into Sonic/Side-by-side and Rotation/Oscillation. The End User covered under the report includes Adults and Children. Based on Regions, the Electric Toothbrush market segments the market into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the Market. Key companies profiled in the report include Koninklijke Philips N.V., Procter & Gamble Co., Panasonic, Omron Healthcare, Colgate-Palmolive, Water Pik, FOREO, Emmi Ultrasonic GmbH, Quip, and Shenzhen Risun Technology Co. Ltd.

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