

2018-2023 Global Electric Toothbrush Consumption Market Report

<https://marketpublishers.com/r/26185859907EN.html>

Date: July 2018

Pages: 161

Price: US\$ 4,660.00 (Single User License)

ID: 26185859907EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Electric Toothbrush market for 2018-2023.

This report studies the Electric Toothbrush market, An electric toothbrush is a toothbrush that makes rapid, automatic bristle motions, either back-and-forth oscillation or rotation-oscillation (where the brush head alternates clockwise and counterclockwise rotation), in order to clean teeth. Motions at sonic speeds or below are made by a motor. In the case of ultrasonic toothbrushes, ultrasonic motions are produced by a piezoelectric crystal. A modern electric toothbrush is usually powered by a rechargeable battery charged through inductive charging when the brush sits in the charging base between uses.

Europe is the largest market, has over 66% of the market share in 2016, and United States is the second market, with a market share of 13.9% in 2016. Europe and United States are dominating the market. In Europe, driven by Germany, France, Italy, Netherlands and Sweden, due to affordability among high disposable incomes consumers, preference for premium dental care, and the concerted efforts of manufacturers in launching products utilizing advanced technology.

Asia-Pacific is the third market, especially in Japan and China, respectively has a market share of 6.06% and 6.2% in 2016. In future, Asia-Pacific will drive the electric toothbrush market. With rising disposable incomes of consumers in Asia-Pacific, especially in China, Southeast Asia and India, are expected to drive growth of electric toothbrushes over the next six years.

Currently, Oral-B (P & G) and Philips Sonicare are dominating the market, occupying for over 65% of global market share. In addition, Panasonic, Colgate, Wellness Oral Care,

Waterpik and Lion, also are the major players.

Over the next five years, LPI(LP Information) projects that Electric Toothbrush will register a 2.6% CAGR in terms of revenue, reach US\$ 1570 million by 2023, from US\$ 1350 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Electric Toothbrush market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Rechargeable

Battery

Segmentation by application:

Adults

Children

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Philips Sonicare

Oral - B (P & G)

Panasonic

Colgate - Palmolive

Wellness Oral Care

Interplak (Conair)

Church & Dwight (Arm & Hammer)

LION

Waterpik

Lebond

Ningbo Seago

Risun Technology

SEASTAR Corporation

Minimum

Dretec

JSB Healthcare

Brush Buddies

AEG

Sonic Chic

Brio Product

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Electric Toothbrush consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Electric Toothbrush market by identifying its various subsegments.

Focuses on the key global Electric Toothbrush manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Electric Toothbrush with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Electric Toothbrush submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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