

# 2018 Top 5 Electric Toothbrush Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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

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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

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

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Rechargeable

Battery

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Adults

Children

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