

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

<https://marketpublishers.com/r/244E262BC13EN.html>

Date: June 2018

Pages: 123

Price: US\$ 4,960.00 (Single User License)

ID: 244E262BC13EN

Abstracts

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

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. First of all, with the growing preference of innovative oral care products, vendors in the electric toothbrush market are focusing on introducing the smart electric toothbrushes with value-added features. Second? Increase in awareness about oral hygiene and people living standard have been key driver for the electric toothbrush market. However, high cost of these toothbrushes in comparison to manual ones is to hamper the market growth over the forecast period. The region of North America and Europe have high market demand for electrical toothbrush due to having awareness regarding use of it. It is expected that developed markets led by Italy, Germany and the UK will continue driving growth of electric toothbrushes.

Over the next five years, LPI(LP Information) projects that Electronic Toothbrush will register a 7.7% CAGR in terms of revenue, reach US\$ 3480 million by 2023, from US\$ 2400 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:

Koninklijke Philips

Procter & Gamble

Colgate-Palmolive Company

Panasonic Corporation

Water Pik

Conair Corporation

Mouth Watchers

Omron Healthcare

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

Vibration Motion

Rotation-Oscillation Motion

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

Kids

Adults

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