

United States Electric Toothbrush Market Assessment, By Product Type [Oscillating-rotary Toothbrush, Sonic Toothbrush], By Power Source [Battery-Powered, Rechargeable], By Brush Head Type [Standard Brush Head, Sensitive Brush Head], By End-user [Adults, Children], By Distribution Channel [Online Channel, Supermarket/Hypermarket, Pharmacies/Drug Stores, Convenience and Departmental Stores, Others], By Region, Opportunities, and Forecast, 2017-2031F

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Abstracts

The United States electric toothbrush market has witnessed significant growth and innovation in recent years. This growth can be attributed to several factors, including increasing consumer awareness of oral hygiene, technological advancements, and a shift towards more convenient and effective dental care. The market value reached USD 878.3 million in 2023 and is set to unfold further with a projected CAGR of 4.5% from 2024 to 2031, reaching a market value of USD 1249.03 million by the end of the forecast period.

Consumers are becoming more aware of their oral health, leading to a greater demand for electric toothbrushes as these devices provide superior cleaning capabilities compared to traditional manual toothbrushes, with features such as oscillating brush heads, timers, and pressure sensors. This increased awareness of the importance of oral hygiene has led to a surge in the market.

Furthermore, technological advancements have made electric toothbrushes more appealing and user-friendly. Smart toothbrushes with Bluetooth connectivity and mobile apps that track brushing habits have gained popularity. This innovation enhances the overall brushing experience, making it more engaging and personalized for users.

In recent years, the electric toothbrush market has witnessed the introduction of eco-friendly and sustainable alternatives. Many consumers are now seeking products that are environmentally responsible, which has led to the creation of rechargeable and long-lasting battery toothbrushes, reducing the need for disposable batteries.

Overall, the United States electric toothbrush market is thriving, with a diverse range of products catering to various consumer preferences and needs. The market's growth will continue as consumers prioritize oral health and seek technologically advanced solutions for their dental care routines.

Introduction of Smart Toothbrushes Adding a Technological Edge to the Market

Innovation and smart toothbrushes are major driving forces behind the burgeoning United States electric toothbrush market. These advanced technologies have transformed dental care routines by integrating intelligent features and connectivity. Smart toothbrushes equipped with Bluetooth, mobile apps, and real-time data monitoring have revolutionized oral hygiene practices. Users can receive personalized feedback, track their brushing habits, and set dental care goals, making oral health maintenance engaging and effective. Additionally, these devices often boast multiple brushing modes and pressure sensors, ensuring a thorough cleaning while protecting against excessive force. With dental professionals endorsing their efficacy, and consumers seeking convenient and data-driven solutions, innovation and smart toothbrushes are propelling the electric toothbrush market to new heights, catering to the evolving needs and preferences of the American populace.

In August 2023, WATERPIK®, the top-recommended brand of water flossers by dental professionals, introduced their latest product, the Sensonic Electric Toothbrush, which utilizes cutting-edge sonic technology and a uniquely crafted bristle pattern that conforms to the natural shape of teeth. These innovations combine to provide a noticeably superior cleaning experience, both in terms of visible results and the sensation of a deeper clean.

Rechargeable Electric Toothbrushes Gaining Popularity Due to Their Convenience and

Efficiency

Rechargeable electric toothbrushes are at the forefront of propelling the United States electric toothbrush market to new heights. These advanced devices have become the preferred choice for consumers seeking an efficient and feature-rich dental care solution. Offering benefits such as multiple brushing modes, built-in timers, and pressure sensors, rechargeable toothbrushes cater to a diverse range of oral care needs. Their convenience and effectiveness have reshaped dental hygiene routines, making it easier for individuals to maintain optimal oral health. With a growing emphasis on sustainability and reduced waste, rechargeable electric toothbrushes align with eco-conscious consumer trends.

As consumers increasingly prioritize superior oral hygiene and technological innovation, rechargeable electric toothbrushes continue to dominate the market, driving its expansion and evolution. In January 2022, Curaprox, an oral healthcare company, launched its latest product, the Hydrosonic Easy line of power toothbrushes, which employed a droplet-shaped design for enhanced effectiveness, especially with its sensitive yet efficient brush head. The product was thoughtfully designed with a 2-week battery life and a built-in timer for optimal brushing duration.

Rising Awareness Regarding the Significance of Oral Hygiene and its Relation to Overall Well-being

The surge in oral health awareness is a potent catalyst propelling the growth of the United States electric toothbrush market. With an increasingly health-conscious population, the importance of maintaining optimal oral hygiene has gained prominence. Consumers are now better informed about the connection between oral health and overall well-being, which has driven the demand for more effective dental care products. Electric toothbrushes have emerged as a solution that offers superior cleaning compared to manual counterparts. They help users achieve a thorough and consistent clean, reducing the risk of oral issues. This heightened awareness, coupled with endorsements from dental professionals, has fuelled the adoption of electric toothbrushes as an essential tool in the pursuit of better oral health, contributing significantly to market expansion.

In January 2023, Y-Brush, a third-generation sonic toothbrush known for its ability to clean a set of teeth in just 10 seconds, made its debut in the United States market after gaining popularity with around 100,000 users in Europe. The official U.S. launch of the Y-Brush took place during the CES 2023 tech show, happening in Las Vegas.

Impact of COVID-19

The COVID-19 pandemic impacted the United States electric toothbrush market significantly. Initially, there was a surge in demand for hygiene products, including electric toothbrushes, as health consciousness grew. However, supply chain disruptions and economic uncertainties affected production and distribution. The market adapted by emphasizing online retail and e-commerce. The focus on overall health and advanced dental care solutions boosted the market's resilience, as consumers sought effective oral hygiene options. Despite early challenges, the electric toothbrush market adjusted to changing consumer behaviors and remained a vital component of oral health maintenance during the pandemic.

Key Players Landscape and Outlook

The United States electric toothbrush market features a competitive landscape with several key players driving innovation and growth. Industry leaders like Koninklijke Philips N.V., Colgate-Palmolive Company, and Church & Dwight Co., Inc. offer a wide range of advanced electric toothbrushes with smart features, catering to diverse consumer preferences. These companies continually invest in research and development to introduce cutting-edge technology and design. Additionally, many startups and emerging players are contributing to market dynamism with their sleek, subscription-based models.

As oral health awareness and technological advancements continue to evolve, the market outlook remains positive, with a focus on providing consumers with more effective and personalized dental care solutions. In November 2022, Quip NYC, Inc. introduced its groundbreaking Rechargeable Electric Toothbrush, representing its debut in the electric toothbrush market. This innovative toothbrush offered a game-changing feature. It could retain the battery charge for as long as three months. Recharging was also very easy and infrequent- users only needed to attach the magnetic charging contact to the brush's base, that too as few as four times a year.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. IMPACT OF COVID-19 ON THE UNITED STATES ELECTRIC TOOTHBRUSH MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Demographics (Age/Cohort Analysis – Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income – Low, Mid and High; Geography; Nationality; etc.)

5.2. Market Awareness and Product Information

5.3. Product Intelligence

5.4. Brand Awareness and Loyalty

5.5. Factors Considered in Purchase Decision

5.5.1. Brand Reputation

5.5.2. Effective Cleaning

5.5.3. Customization

5.5.4. Connectivity

5.5.5. Design & Comfort

5.5.6. Innovation

5.5.7. Value for Money

5.5.8. Eco-Friendly Solutions

5.5.9. Availability and Accessibility

5.6. Frequency of Purchase

5.7. Purchase Channel

5.8. Existing or Intended User

5.9. Recommendations from dental professionals, friends, family/online reviews

5.10. Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

6. UNITED STATES ELECTRIC TOOTHBRUSH MARKET OUTLOOK, 2017-2031F

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

- 6.2. By Product Type
 - 6.2.1. Oscillating-rotary Toothbrush
 - 6.2.2. Sonic Toothbrush
- 6.3. By Power Source
 - 6.3.1. Battery-Powered
 - 6.3.2. Rechargeable
- 6.4. By Brush Head Type
 - 6.4.1. Standard Brush Head
 - 6.4.2. Sensitive Brush Head
- 6.5. By End-user
 - 6.5.1. Adults
 - 6.5.2. Children
- 6.6. By Distribution Channel
 - 6.6.1. Online Channel
 - 6.6.2. Supermarket/Hypermarket
 - 6.6.3. Pharmacies/Drug Stores
 - 6.6.4. Convenience and Departmental Stores
 - 6.6.5. Others
- 6.7. By Region
 - 6.7.1. Northeast
 - 6.7.2. Southwest
 - 6.7.3. West
 - 6.7.4. Southeast
 - 6.7.5. Midwest
- 6.8. By Company Market Share (%), 2023

7. MARKET MAPPING, 2023

- 7.1. By Product Type
- 7.2. By Power Source
- 7.3. By Brush Head Type
- 7.4. By End-user
- 7.5. By Distribution Channel
- 7.6. By Region

8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

- 8.1. Supply Demand Analysis
- 8.2. Import Export Analysis

8.3. Value Chain Analysis

8.4. PESTEL Analysis

8.4.1. Political Factors

8.4.2. Economic System

8.4.3. Social Implications

8.4.4. Technological Advancements

8.4.5. Environmental Impacts

8.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)

8.5. Porter's Five Forces Analysis

8.5.1. Supplier Power

8.5.2. Buyer Power

8.5.3. Substitution Threat

8.5.4. Threat from New Entrant

8.5.5. Competitive Rivalry

9. MARKET DYNAMICS

9.1. Growth Drivers

9.2. Growth Inhibitors (Challenges and Restraints)

10. KEY PLAYERS LANDSCAPE

10.1. Competition Matrix of Top Five Market Leaders

10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2023)

10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)

10.4. SWOT Analysis (For Five Market Players)

10.5. Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

13.1. Koninklijke Philips N.V.

13.1.1. Company Details

13.1.2. Key Management Personnel

13.1.3. Products & Services

13.1.4. Financials (As reported)

13.1.5. Key Market Focus & Geographical Presence

13.1.6. Recent Developments

13.2. Procter & Gamble Company

13.3. Colgate-Palmolive Company

13.4. Church & Dwight Co., Inc.

13.5. Conair Corporation

13.6. Den-Mat Holdings LLC

13.7. FOREO

13.8. Xiaomi Inc.

13.9. SEJOY Store

13.10. Quip NYC, Inc.

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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