

# Global Electronic Toothbrush Sales Market Report 2018

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## Abstracts

This report studies the global Electronic Toothbrush market status and forecast, categorizes the global Electronic Toothbrush market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

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.

The global Electronic Toothbrush market is valued at 2400 million US\$ in 2017 and will reach 4090 million US\$ by the end of 2025, growing at a CAGR of 7.9% during 2018-2025.

The major players covered in this report

Koninklijke Philips

Procter & Gamble

Colgate-Palmolive Company

Panasonic Corporation

Water Pik

Conair Corporation

Mouth Watchers

Omron Healthcare

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Vibration Motion

Rotation-Oscillation Motion

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Kids

Adults

The study objectives of this report are:

To analyze and study the global Electronic Toothbrush sales, value, status

(2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Electronic Toothbrush players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

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.

In this study, the years considered to estimate the market size of Electronic Toothbrush are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Electronic Toothbrush Manufacturers

Electronic Toothbrush Distributors/Traders/Wholesalers

Electronic Toothbrush Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Electronic Toothbrush market, by end-use.

Detailed analysis and profiles of additional market players.

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