

Global Electric Toothbrush Market Research Report 2016

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Abstracts

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.

Electric toothbrush posted a global volume CAGR of 4% from 2009-2014. Western Europe accounted for 79% of global absolute volume growth, led by France, Germany and Italy. There are a few reasons why developed markets are driving growth: Affordability among high disposable incomes consumers, preference for premium dental care, and the concerted efforts of manufacturers in launching products utilising advanced technology. Having said that, consumers in emerging markets with rising disposable incomes – notably China, Mexico and Russia – are also expected to drive growth of electric toothbrushes over the next five years.

According to Euromonitor International's data on consumer appliances, the global unit price of toothbrush is around US\$55 per unit in 2014, compared to just US\$1-2 for manual. The price of electric toothbrush replacement heads is also high (US\$10). Since dentists typically advise patients to change toothbrushes every three months for better cleaning, consumers need to spend at least US\$40 per year to maintain the usage of electric toothbrushes. In contrast, consumers who use manual toothbrush will spend at most US\$4-8 per year.

The Global Electric Toothbrush Market Research Report 2016 is a valuable source of insightful data for business strategists. It provides the Electric Toothbrush industry overview with growth analysis and historical & futuristic cost, revenue, demand and supply data (as applicable). The research analysts provide an elaborate description of the value chain and its distributor analysis. This Electric Toothbrush market study

provides comprehensive data which enhances the understanding, scope and application of this report.

This report provides comprehensive analysis of Market growth drivers, Factors limiting market growth, Current market trends, Market structure, Market projections for upcoming years. This report segments the global Electric Toothbrush market as follows:

Global Electric Toothbrush Market: Regional Segment Analysis

North America

Europe

China

Japan

Southeast Asia

India

Global Electric Toothbrush Market: Top manufacturers

Philips Sonicare

Oral-B(P&G)

Panasonic

Omron Healthcare

Colgate-Palmolive

FOREO

Global Electric Toothbrush Market: Product Segment Analysis

Rechargeables

Battery

Global Electric Toothbrush Market: Application Segment Analysis

Adults

Children

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