

Coaching Pressure Electric Toothbrush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Rechargeable, Non rechargeable) By Distribution Channel (Supermarkets/ Hypermarkets, Pharmacy/ Drug Stores, Online and Others) By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/C5A7F023D698EN.html>

Date: May 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: C5A7F023D698EN

Abstracts

The Global Coaching Pressure Electric Toothbrush Market is projected to expand significantly, rising from USD 901.02 Million in 2025 to USD 1215.76 Million by 2031, demonstrating a Compound Annual Growth Rate (CAGR) of 5.12%. These advanced oral hygiene devices integrate sophisticated sensors to continuously monitor and regulate brushing force, offering real-time feedback through visual or vibrational alerts. This functionality ensures users apply optimal pressure, effectively preventing common issues like gum recession and enamel abrasion.

The market's growth is largely fueled by increasing global awareness of preventive oral care and the widespread adoption of smart home health technologies, alongside consumers' growing readiness to invest in premium personal care products. For instance, the American Dental Association reported a 4% increase in consumer dental spending by August 2025 compared to the year's start, highlighting this shift toward prioritizing oral wellness. Nevertheless, a major impediment to market expansion remains the elevated cost of these devices when compared to traditional manual or basic electric toothbrushes, posing a barrier to adoption in price-sensitive regions and emerging economies, despite their clear clinical advantages.

Market Driver

The market is primarily driven by the integration of AI-powered real-time brushing coaching, which is revolutionizing daily oral hygiene practices. These sophisticated devices leverage precise motion sensors and 3D recognition algorithms to continuously monitor brushing techniques, providing immediate, corrective feedback through mobile applications. This technological advancement effectively meets consumer demands for superior plaque removal and enhanced gum protection by ensuring comprehensive coverage of dental zones with optimal pressure, thereby significantly boosting adoption rates due to proven clinical efficacy, as evidenced by an Oral-B study in January 2025 where AI-enabled iO device users achieved 100% healthier gums compared to manual toothbrush users.

Simultaneously, the increasing global prevalence of periodontal diseases and dental caries is compelling a shift towards proactive, technology-driven preventive care instead of reactive treatments. This growing health burden fuels demand for at-home oral hygiene tools that can emulate professional cleaning standards and prevent gum damage from over-brushing. The World Health Organization's March 2025 update, stating oral diseases affect nearly 3.7 billion people globally, underscores the urgent need for effective solutions, which directly translates into strong commercial performance for market leaders like Colgate-Palmolive, who reported 7.4% organic sales growth in fiscal year 2024, reflecting increased consumer investment in advanced oral hygiene products.

Market Challenge

A significant challenge hindering market expansion for coaching pressure electric toothbrushes is their elevated price point, which largely restricts the consumer base to high-income households. While the integrated pressure sensors and feedback mechanisms offer undeniable clinical benefits, the inherent manufacturing complexity of these advanced features necessitates a retail premium that many consumers deem prohibitive. This cost barrier is especially pronounced in emerging economies and among price-sensitive demographics, where even standard electric toothbrush adoption remains low relative to manual alternatives.

Furthermore, rising production and supply chain costs across the wider dental industry exacerbate this financial impediment, preventing manufacturers from implementing price reductions for these advanced devices. Data from the American Dental Association reveals that prices for dental equipment and supplies surged by 5% within the first five months of 2025, illustrating how such inflationary pressures in the dental supply market make it challenging to lower retail prices. This effectively maintains the

existing affordability gap, making it difficult for the market to convert consumer awareness into actual sales, thereby impeding the technology's evolution from a luxury niche item to a broadly adopted standard.

Market Trends

A significant market trend involves the increasing adoption of eco-friendly and biodegradable materials in device manufacturing, driven by escalating consumer demand for sustainable oral care solutions. Manufacturers are progressively shifting away from virgin plastics, optimizing supply chains to embrace circular economy principles through the incorporation of recyclable, reusable, or compostable components for both toothbrush handles and replaceable heads. This represents a fundamental, structural change, necessitating substantial investments in material science to guarantee durability while upholding environmental integrity, as exemplified by Colgate-Palmolive's 2024 report in August 2025, stating 93% of its packaging was recyclable, reusable, or compostable by December 2024.

Concurrently, the expansion of connected oral care ecosystems is augmenting the value of these devices beyond their physical form, fostering sustained user engagement via integrated digital platforms. These smart systems, unlike traditional standalone tools, utilize mobile applications to cultivate long-term habit formation, transforming routine brushing into a data-driven health journey that retains users well beyond the initial purchase. This digital connectivity enables manufacturers to maintain an ongoing relationship with consumers, promoting adherence to hygiene regimens through features like tracking and rewards, a trend underscored by Philips' February 2025 Annual Report, which highlighted its Sonicare app supporting over 6.5 million monthly active users.

Key Market Players

Philips N.V.

Colgate-Palmolive Company

Procter & Gamble Co.

GC Corporation

Sunstar Group

TePe Munhygienprodukter AB

Mornwell Co., Ltd.

Yongkang Elcotech Electric Appliance Co., Ltd.

Fairywill Co., Ltd.

Glory Smile Electric Toothbrush Co., Ltd.

Report Scope

In this report, the Global Coaching Pressure Electric Toothbrush Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Coaching Pressure Electric Toothbrush Market, By Type

Rechargeable

Non rechargeable

Coaching Pressure Electric Toothbrush Market, By Distribution Channel

Supermarkets/ Hypermarkets

Pharmacy/ Drug Stores

Online

Others

Coaching Pressure Electric Toothbrush Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Coaching Pressure Electric Toothbrush Market.

Available Customizations:

Global Coaching Pressure Electric Toothbrush Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Rechargeable, Non rechargeable)
 - 5.2.2. By Distribution Channel (Supermarkets/ Hypermarkets, Pharmacy/ Drug Stores, Online, Others)

- 5.2.3. By Region
- 5.2.4. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Distribution Channel
 - 6.2.3. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Coaching Pressure Electric Toothbrush Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Distribution Channel
 - 6.3.2. Canada Coaching Pressure Electric Toothbrush Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Distribution Channel
 - 6.3.3. Mexico Coaching Pressure Electric Toothbrush Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Distribution Channel

7. EUROPE COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast

- 7.2.1. By Type
- 7.2.2. By Distribution Channel
- 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Coaching Pressure Electric Toothbrush Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Distribution Channel
 - 7.3.2. France Coaching Pressure Electric Toothbrush Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Distribution Channel
 - 7.3.3. United Kingdom Coaching Pressure Electric Toothbrush Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Distribution Channel
 - 7.3.4. Italy Coaching Pressure Electric Toothbrush Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Distribution Channel
 - 7.3.5. Spain Coaching Pressure Electric Toothbrush Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Type
 - 7.3.5.2.2. By Distribution Channel

8. ASIA PACIFIC COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

8.1. Market Size & Forecast

- 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Distribution Channel
 - 8.2.3. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Coaching Pressure Electric Toothbrush Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Distribution Channel
 - 8.3.2. India Coaching Pressure Electric Toothbrush Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Distribution Channel
 - 8.3.3. Japan Coaching Pressure Electric Toothbrush Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Distribution Channel
 - 8.3.4. South Korea Coaching Pressure Electric Toothbrush Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Type
 - 8.3.4.2.2. By Distribution Channel
 - 8.3.5. Australia Coaching Pressure Electric Toothbrush Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Distribution Channel

9. MIDDLE EAST & AFRICA COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Type

9.2.2. By Distribution Channel

9.2.3. By Country

9.3. Middle East & Africa: Country Analysis

9.3.1. Saudi Arabia Coaching Pressure Electric Toothbrush Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Type

9.3.1.2.2. By Distribution Channel

9.3.2. UAE Coaching Pressure Electric Toothbrush Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Type

9.3.2.2.2. By Distribution Channel

9.3.3. South Africa Coaching Pressure Electric Toothbrush Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Type

9.3.3.2.2. By Distribution Channel

10. SOUTH AMERICA COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Type

10.2.2. By Distribution Channel

10.2.3. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Coaching Pressure Electric Toothbrush Market Outlook

10.3.1.1. Market Size & Forecast

- 10.3.1.1.1. By Value
- 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By Distribution Channel
- 10.3.2. Colombia Coaching Pressure Electric Toothbrush Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By Distribution Channel
- 10.3.3. Argentina Coaching Pressure Electric Toothbrush Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL COACHING PRESSURE ELECTRIC TOOTHBRUSH MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Philips N.V.

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. Colgate-Palmolive Company

15.3. Procter & Gamble Co.

15.4. GC Corporation

15.5. Sunstar Group

15.6. TePe Munhygienprodukter AB

15.7. Mornwell Co., Ltd.

15.8. Yongkang Elcotech Electric Appliance Co., Ltd.

15.9. Fairywill Co., Ltd.

15.10. Glory Smile Electric Toothbrush Co., Ltd.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Coaching Pressure Electric Toothbrush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Rechargeable, Non rechargeable) By Distribution Channel (Supermarkets/ Hypermarkets, Pharmacy/ Drug Stores, Online and Others) By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/C5A7F023D698EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C5A7F023D698EN.html>