

Europe Electric Toothbrush Market, By Type (Battery, Rechargeable), By End User (Kids, Adults), By Sales Channel (Online, Offline), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The Europe Electric Toothbrush Market was valued at USD 3.45 billion in 2024 and is projected t%li%reach USD 7.03 billion by 2030, growing at a CAGR of 8.26% during the forecast period. The market is expanding steadily, supported by heightened awareness of oral health and the rising incidence of dental conditions such as cavities and gum disease. Electric toothbrushes are gaining preference due t%li%their effectiveness in plaque removal and improving overall oral hygiene. Innovations including pressure sensors, built-in timers, and Bluetooth-enabled features have further boosted consumer adoption. The aging population in Europe is als%li%contributing t%li%the market, as elderly individuals seek efficient and user-friendly oral care devices. Additionally, increasing disposable income across the region is making electric toothbrushes more attainable, further accelerating market growth.

Key Market Drivers

Large Pool of People Suffering from Oral Diseases

The prevalence of oral health issues across Europe significantly contributes t%li%the growth of the electric toothbrush market. A substantial portion of the population suffers from conditions such as dental caries, gingivitis, and tooth sensitivity. For example, in the UK alone, 74% of individuals have had at least one tooth extraction due t%li%dental problems, and nearly a third experience tooth decay requiring treatment. Traditional brushing methods are often inadequate for thorough cleaning, prompting a shift towards electric toothbrushes. These devices offer improved plaque removal, better gum health,



and enhanced user compliance through built-in timers and pressure controls, making them an ideal choice for managing and preventing oral diseases.

Key Market Challenges

Higher Production Cost

High production costs remain a major hurdle for the Europe electric toothbrush market. The manufacturing of electric toothbrushes involves advanced components like high-speed motors, sensors, and connectivity modules, all of which raise production expenses. Additional costs stem from the use of durable materials, longer-lasting batteries, and ergonomic designs. These expenses result in elevated retail prices, which may limit consumer access, particularly among price-sensitive segments. While the long-term benefits of electric toothbrushes are acknowledged, the initial cost continues t%li%deter a large portion of consumers. Manufacturers are exploring cost-efficient solutions and technological optimizations t%li%make products more accessible without compromising performance.

Key Market Trends

Sustainability & Eco-Friendly Trends

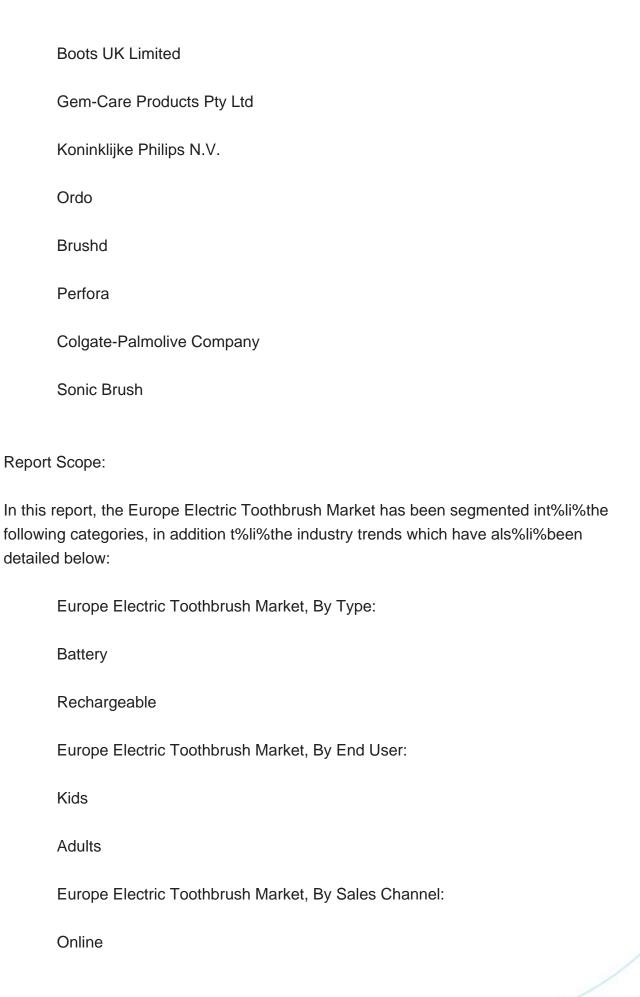
Sustainability is emerging as a critical trend in the Europe electric toothbrush market. Consumers are increasingly favoring eco-conscious products, driving demand for electric toothbrushes with recyclable components, biodegradable heads, and plastic-free packaging. Brands such as Suri and Georganics are setting industry benchmarks by offering sustainable alternatives and promoting take-back programs for used brush heads. Regulatory frameworks like the EU's Circular Economy Action Plan are encouraging manufacturers t%li%adopt modular designs that reduce plastic waste and enhance recyclability. While the adoption of eco-friendly electric toothbrushes is still growing, the trend reflects a strong shift toward greener oral care practices aligned with evolving consumer expectations.

Key Market Players

The Procter & Gamble Company

Argos Limited







Offline
Europe Electric Toothbrush Market, By Country:
France
United Kingdom
Italy
Germany
Spain
Netherlands
Belgium
Russia
Poland
Rest of Europe
Competitive Landscape
Company Profiles: Detailed analysis of the major companies present in the Europe Electric Toothbrush Market.
Available Customizations:
Europe Electric Toothbrush Market report with the given market data, TechSci Research offers customizations according t%li%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



t%li%five).



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