

# 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 to 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 to 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 also contributing to 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 to 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 to 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 to deter a large portion of consumers. Manufacturers are exploring cost-efficient solutions and technological optimizations to 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 to 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

Boots UK Limited

Gem-Care Products Pty Ltd

Koninklijke Philips N.V.

Ordo

Brushd

Perfora

Colgate-Palmolive Company

Sonic Brush

#### Report Scope:

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

#### Europe Electric Toothbrush Market, By Type:

Battery

Rechargeable

#### Europe Electric Toothbrush Market, By End User:

Kids

Adults

#### Europe Electric Toothbrush Market, By Sales Channel:

Online

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 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

*Europe Electric Toothbrush Market, By Type (Battery, Rechargeable), By End User (Kids, Adults), By Sales Chann...*

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## Contents

### 1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### 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 Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### 5. EUROPE ELECTRIC TOOTHBRUSH MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

- 5.2.1. By Type (Battery, Rechargeable)
- 5.2.2. By End User (Kids, Adults)
- 5.2.3. By Sales Channel (Online, Offline)
- 5.2.4. By Country
- 5.2.5. By Company (2024)

## 5.3. Market Map

# 6. FRANCE 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 End User
- 6.2.3. By Sales Channel

# 7. UK 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 End User
- 7.2.3. By Sales Channel

# 8. ITALY 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 End User
- 8.2.3. By Sales Channel

# 9. GERMANY 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 End User

### 9.2.3. By Sales Channel

## 10. SPAIN 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 End User

#### 10.2.3. By Sales Channel

## 11. NETHERLANDS ELECTRIC TOOTHBRUSH MARKET OUTLOOK

### 11.1. Market Size & Forecast

#### 11.1.1. By Value

### 11.2. Market Share & Forecast

#### 11.2.1. By Type

#### 11.2.2. By End User

#### 11.2.3. By Sales Channel

## 12. BELGIUM ELECTRIC TOOTHBRUSH MARKET OUTLOOK

### 12.1. Market Size & Forecast

#### 12.1.1. By Value

### 12.2. Market Share & Forecast

#### 12.2.1. By Type

#### 12.2.2. By End User

#### 12.2.3. By Sales Channel

## 13. RUSSIA ELECTRIC TOOTHBRUSH MARKET OUTLOOK

### 13.1. Market Size & Forecast

#### 13.1.1. By Value

### 13.2. Market Share & Forecast

#### 13.2.1. By Type

#### 13.2.2. By End User



### 13.2.3. By Sales Channel

## 14. POLAND ELECTRIC TOOTHBRUSH MARKET OUTLOOK

### 14.1. Market Size & Forecast

#### 14.1.1. By Value

### 14.2. Market Share & Forecast

#### 14.2.1. By Type

#### 14.2.2. By End User

#### 14.2.3. By Sales Channel

## 15. MARKET DYNAMICS

### 15.1. Drivers

### 15.2. Challenges

## 16. MARKET TRENDS & DEVELOPMENTS

### 16.1. Merger & Acquisition (If Any)

### 16.2. Product Launches (If Any)

### 16.3. Recent Developments

## 17. PORTERS FIVE FORCES ANALYSIS

### 17.1. Competition in the Industry

### 17.2. Potential of New Entrants

### 17.3. Power of Suppliers

### 17.4. Power of Customers

### 17.5. Threat of Substitute Products

## 18. COMPETITIVE LANDSCAPE

### 18.1. Company Profiles

#### 18.1.1. The Procter & Gamble Company

##### 18.1.1.1. Business Overview

##### 18.1.1.2. Company Snapshot

##### 18.1.1.3. Products & Services

##### 18.1.1.4. Financials (As Per Availability)

##### 18.1.1.5. Key Market Focus & Geographical Presence

- 18.1.1.6. Recent Developments
- 18.1.1.7. Key Management Personnel
- 18.1.2. Argos Limited
- 18.1.3. Boots UK Limited
- 18.1.4. Gem-Care Products Pty Ltd
- 18.1.5. Koninklijke Philips N.V.,
- 18.1.6. Ordo
- 18.1.7. Brushd
- 18.1.8. Perfora
- 18.1.9. Colgate-Palmolive Company
- 18.1.10. Sonic Brush

## **19. STRATEGIC RECOMMENDATIONS**

## **20. ABOUT US & DISCLAIMER**

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