

India Toothbrush Market By Product Type (Manual, Electric), By End User (Kids, Adults), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

The India Toothbrush Market was valued at USD 375.42 million in 2025 and is projected to reach USD 524.79 million by 2031, growing at a CAGR of 5.74% during the forecast period. The market is expanding steadily due to increasing oral hygiene awareness, rising disposable incomes, and ongoing urbanization. Consumers are shifting from traditional oral care habits toward modern toothbrush options, including electric and eco-friendly variants. The availability of a wide range of products through organized retail and online platforms has enhanced accessibility across urban and rural markets. Promotional campaigns led by dental professionals, combined with hygiene-focused government initiatives like Swachh Bharat Abhiyan, are contributing to increased adoption, particularly in rural regions. This evolving landscape is creating opportunities for both mass-market and premium toothbrush offerings.

Key Market Drivers

Rising Awareness of Oral Hygiene and Preventive Dental Care

A key driver of the India toothbrush market is the growing public awareness regarding the importance of oral hygiene and its link to overall health. In 2024, poor oral health affected nearly 51% of the Indian population, particularly due to periodontal issues. Awareness campaigns led by government health bodies, dental councils, and NGOs

have emphasized the need for daily brushing and preventive care. These efforts are visible across schools, communities, and public health events, where dental camps and educational outreach programs reinforce the benefits of proper oral hygiene. As consumers become more informed about dental diseases and their consequences, there is increasing demand for high-quality toothbrushes with features like soft bristles, angled heads, and gum-friendly designs. The influence of social media, wellness influencers, and endorsements by dental professionals is also encouraging consumers to upgrade their oral care routines, contributing to a more consistent and informed toothbrush replacement cycle.

Key Market Challenges

Price Sensitivity and Preference for Low-Cost Alternatives

Despite growing awareness, price sensitivity remains a major constraint in the widespread adoption of branded toothbrushes, especially in semi-urban and rural areas. Many consumers continue to rely on traditional cleaning methods like neem sticks or unbranded low-cost toothbrushes due to affordability concerns. This preference for inexpensive alternatives makes it difficult for branded manufacturers to expand in these markets without sacrificing margins. Furthermore, even when consumers transition to using toothbrushes, they often delay replacements, limiting repeat purchases. Premium products, including electric or biodegradable brushes, face resistance due to their relatively higher price points and perceived luxury positioning. This challenge restricts both innovation and market penetration in lower-income segments, slowing down the growth trajectory of the overall market.

Key Market Trends

Rising Demand for Eco-Friendly and Sustainable Toothbrushes

A growing trend in the India toothbrush market is the shift toward environmentally sustainable products. As environmental awareness increases—especially among millennials and Gen Z—consumers are actively seeking eco-friendly alternatives to traditional plastic toothbrushes. Bamboo toothbrushes and those made from biodegradable or recycled materials are gaining popularity for their minimal environmental impact. Brands are responding with plant-based handles, BPA-free bristles, and sustainable packaging to appeal to conscious consumers. Emerging start-ups and green brands are also leveraging this trend through subscription models and minimalist designs. Established companies are introducing eco-conscious product lines

to stay competitive. Supported by government advocacy for sustainability and growing interest in zero-waste living, this trend is expected to influence long-term innovation and supply chain decisions in the oral care segment.

Key Market Players

Procter & Gamble

Colgate-Palmolive (India) Limited

Hindustan Unilever Limited

Patanjali Ayurved Limited

Philips India Limited

Ajanta Pharma Limited

Sonic Brush

Argos Limited

Perfect Group Corp.

Dr. Collins

Report Scope:

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

India Toothbrush Market, By Product Type:

Manual

Electric

India Toothbrush Market, By End User:

Kids

Adults

India Toothbrush Market, By Distribution Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

India Toothbrush Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Toothbrush Market.

Available Customizations:

India Toothbrush Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization

India Toothbrush Market By Product Type (Manual, Electric), By End User (Kids, Adults), By Distribution Channe...

options are available for the report:

Company Information

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

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