

# **Oral Irrigator Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Countertop, Cordless), By Application (Home, Dentistry), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Oral Irrigator Market was valued at USD 1.24 billion in 2024 and is expected to reach USD 1.67 billion by 2030 with a CAGR of 5.09% during the forecast period. The global oral irrigator market is a segment of the dental care industry that offers an effective and convenient way for individuals to maintain oral hygiene. Oral irrigators, also known as water flossers, use a high-pressure stream of water to remove food particles and plaque from between teeth and along the gumline.

As per the World Dental Federation (FDI) 2021 report, periodontal diseases can potentially affect up to 50% of the adult population worldwide. Moreover, more than 530 million children suffer from tooth decay problems in their primary teeth across the globe. Thus, an increase in the occurrence of periodontal disease and tooth decay problems among the global population positively impacts the market for oral irrigators.

### **Key Market Drivers**

#### **Increased Emphasis on Oral Health**

In recent years, the world has witnessed a profound shift in the way individuals perceive and prioritize their oral health. This shift is more than just a fleeting trend; it has significant implications for the healthcare industry, particularly in the field of dental care. Among the products benefiting from this transformation is the global oral irrigator market. The cornerstone of the oral health revolution is heightened awareness. People

are now more informed about the crucial connection between good oral hygiene and overall health. Research has shown that poor oral health can contribute to a range of systemic health issues, including heart disease, diabetes, and respiratory problems. As this knowledge becomes more widespread, individuals are increasingly motivated to invest in effective oral care tools and practices. This, in turn, has led to a surge in the demand for oral irrigators.

## Key Market Challenges

### Competition from Traditional Dental Care Products

One of the major challenges faced by the oral irrigator market is competition from established and traditional dental care products. Dental floss, interdental brushes, and other traditional methods for oral hygiene have been around for a long time and have a loyal user base. Convincing individuals to switch from familiar methods to oral irrigators can be a formidable challenge.

## Key Market Trends

### Smart Oral Irrigators

The convergence of oral health and technology is giving rise to smart oral irrigators. These next-generation devices are equipped with Bluetooth connectivity, smartphone apps, and other intelligent features. Users can now monitor their oral health, track their flossing routines, and receive real-time feedback and reminders on their mobile devices. Smart oral irrigators are set to enhance user engagement, making oral care more interactive and tailored to individual needs.

## Key Market Players

Colgate-Palmolive Co

Procter & Gamble

Church & Dwight Co., Inc.

GSK plc.

Johnson & Johnson Services, Inc.

Lion Corporation

Sunstar Suisse S.A.

Dr Fresh LLC

Dentaid S.L.

Koninklijke Philips N.V.

### Report Scope:

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

Oral Irrigator Market, By Product Type:

Countertop

Cordless

Oral Irrigator Market, By Application:

Home

Dentistry

Oral Irrigator Market, By Distribution Channel:

Online

Offline

Oral Irrigator Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Oral Irrigator Market.

### Available Customizations:

Global Oral Irrigator 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).

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