

# **Smart Toothbrush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Battery Power, Rechargeable), By Price Range (Less than USD100, USD100-USD200, More than USD200), By Distribution Channel (Supermarkets/Hypermarkets, Pharmacy/ Drug Stores, Online, Others (Electronic Store, Departmental Stores, etc.)), By Region, Competition**

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## **Abstracts**

The global smart toothbrush market is experiencing substantial growth due to various factors. These include the rising quality of living standards among urban populations, the negative impact of poor eating habits and high sugar consumption on oral health, and increasing consumer awareness of the benefits of dental hygiene.

Smart toothbrushes are equipped with a motor that detects brush speed and position, provides feedback, and offers suggestions to enhance dental hygiene. The brush head is equipped with a sonic motor and various sensors that vibrate to thoroughly clean teeth, making it a key feature of smart toothbrushes. Additionally, an app connected to the toothbrush provides information such as recommended pressure and brushing time. Visual pressure sensors aid in effective teeth cleaning through automatic rapid bristle movements. These smart toothbrushes are rechargeable and deliver whiter teeth from the first use by removing surface stains and reducing plaque compared to manual toothbrushes, resulting in healthier gums. They also track various information, including brushing frequency, pressure applied, and brush angle.

Data from the Oral Health Foundation in 2020 reveals that around 12 million people in

the UK have switched to electric toothbrushes over the past five years. The number of adults using electronic toothbrushes has increased to approximately two-thirds (67%), totaling around 34 million. Furthermore, a 2022 WHO research report indicates that three out of every four people suffering from oral diseases reside in low and middle-income countries, accounting for around 3.5 billion individuals worldwide. This drives the demand for toothbrushes, including smart toothbrushes, and fuels market growth globally.

The growing awareness of oral hygiene is a significant factor driving the demand for smart toothbrushes worldwide. Specific features of smart toothbrushes, such as pressure guidance and timers, contribute to this demand. Personalized apps that provide real-time feedback to improve brushing effectiveness further enhance awareness. Additionally, the younger generation's increasing awareness of oral hygiene and continuous technological advancements, such as toothbrushes connected to smartphones via Wi-Fi or Bluetooth, present lucrative opportunities for the smart toothbrush market's growth during the forecast period on a global scale.

The increasing adoption of smart products is driving market growth.

Smartphone applications for toothbrushes enable individuals to examine the oral cavity and improve brushing habits effectively. The addition of more features to dental care mobile applications is expected to further fuel market expansion. Mobile app connectivity offers several advantages such as tracking brushing habits and providing recommendations for improving oral hygiene. Coupled with AI-enabled toothbrushes, these technologies can assist users and dentists in identifying issues and enhancing oral hygiene. Consequently, the rising adoption of smartphones and smart appliances is projected to substantially boost market growth worldwide in the coming years.

However, the high price of smart toothbrushes poses a challenge to market growth. Compared to manual toothbrushes, smart toothbrushes are more expensive due to the incorporation of advanced technologies. The cost of a smart electric toothbrush typically ranges from USD 70 to USD 80, and in some cases, it can even reach USD 300. This higher price point may negatively impact market expansion, particularly in price-sensitive countries. Thus, during the forecast period, the significantly higher price of smart toothbrushes compared to manual alternatives is expected to restrain the market's growth globally.

## Market Segmentation

The global smart toothbrush market is segmented based on product type, price range, distribution channel, region and competitive landscape. The market is divided into battery power, and rechargeable based on product type. Based on the price range, the market is segmented into less than USD100, USD100-USD200, more than USD 200. Based on distribution channel, the market is fragmented into supermarkets/hypermarkets, pharmacy/ drug stores, online, others (electronic stores, departmental stores, etc.)). The market analysis also studies the regional segmentation divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

### Company Profiles

Colgate-Palmolive Company, Philips N.V., The Procter & Gamble Company (Oral-B), Ionic BLU LLC, Xiaomi Corporation, Bitvae, Grush Inc, Shenzhen Evowera Technology Co., Ltd. (Evowera), Yunding Hongkong Company Limited (Oclean), KOLIBREE (SAS) are among the major market players in the global smart toothbrush market.

### Report Scope:

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

#### Global Smart Toothbrush Market, By Product Type:

Battery Power

Rechargeable

#### Global Smart Toothbrush Market, By Price Range:

Less than USD100

USD100-USD200

More than USD200

#### Global Smart Toothbrush Market, By Distribution Channel:

Supermarkets/Hypermarkets

Pharmacy/ Drug Stores,

Online

Others

### Global Smart Toothbrush Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Smart Toothbrush market.

## Available Customizations:

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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(Note: The companies list can be customized based on the client requirements.)



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