

# **Toothbrush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Manual Toothbrush, Electric Toothbrush), By Bristles (Soft, Medium, Firm), By Sales Channel (Departmental Stores, Hypermarkets/Supermarkets, Pharmacies, Online, Others) By Region & Competition, 2019-2029F**

<https://marketpublishers.com/r/TC57E85C28C5EN.html>

Date: July 2024

Pages: 182

Price: US\$ 4,500.00 (Single User License)

ID: TC57E85C28C5EN

## **Abstracts**

Global Toothbrush Market was valued at USD 8.19 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 3.51% through 2029. The global toothbrush market has witnessed significant growth and evolution in recent years, driven by a combination of technological advancements, increasing oral health awareness, and a growing global population. As of the latest available data, the market is characterized by a diverse range of products, including manual and electric toothbrushes, with a notable surge in demand for the latter owing to their advanced features and superior cleaning capabilities.

Key factors contributing to the expansion of the toothbrush market include rising disposable incomes, a heightened emphasis on personal grooming and hygiene, and an aging population that recognizes the importance of oral care. Additionally, innovative features such as smart toothbrushes with connectivity options, pressure sensors, and advanced bristle technologies have gained popularity, further propelling market growth.

Geographically, the market exhibits a widespread presence, with both developed and developing regions contributing to its overall dynamics. Established dental care brands and the emergence of new players have intensified competition, fostering product innovation and competitive pricing strategies.

Consumer preferences for eco-friendly and sustainable oral care solutions have also influenced the market, prompting manufacturers to explore environmentally friendly materials and packaging. As the global awareness of oral health continues to rise, the toothbrush market is expected to maintain its upward trajectory, offering opportunities for industry players to capitalize on evolving consumer needs and preferences.

## Key Market Drivers

### Increasing Oral Health Awareness

One of the primary drivers fuelling the growth of the global toothbrush market is the rising awareness of oral health among consumers worldwide. Over the past decade, there has been a notable shift in attitudes toward oral hygiene, with an increasing number of individuals recognizing the importance of maintaining good oral health practices. This heightened awareness has been fuelled by various factors, including educational campaigns, dental professionals' recommendations, and a growing body of research highlighting the link between oral health and overall well-being.

As consumers become more informed about the consequences of poor oral hygiene, there is a greater emphasis on adopting effective oral care routines, which often includes the use of advanced toothbrushes. Electric toothbrushes, in particular, have gained popularity due to their ability to provide more efficient and thorough cleaning compared to traditional manual toothbrushes. The awareness of the benefits of regular brushing and the role of specialized toothbrushes in preventing dental issues like cavities and gum disease has contributed significantly to the expansion of the toothbrush market.

### Technological Advancements and Innovation

The toothbrush market has experienced a surge in technological advancements and innovation, driving the demand for modern and feature-rich oral care products. Manufacturers are continuously introducing cutting-edge technologies in toothbrush design to enhance user experience and address specific oral health needs. The advent of smart toothbrushes with connectivity features, pressure sensors, and real-time feedback capabilities has captured consumer interest and propelled market growth.

Smart toothbrushes are equipped with sensors that monitor brushing techniques, ensuring users brush for the recommended duration and apply the right amount of

pressure. Some models even come with Bluetooth connectivity, allowing users to sync their toothbrushes with mobile apps for personalized oral care insights and recommendations. This integration of technology not only enhances the effectiveness of oral care routines but also appeals to tech-savvy consumers who seek a more interactive and data-driven approach to their health.

In addition to smart features, advancements in bristle technologies and ergonomic designs contribute to the overall appeal of toothbrushes. Companies are investing in research and development to create bristles with superior cleaning capabilities and designs that cater to specific dental requirements, such as sensitive teeth or orthodontic appliances. The continuous pursuit of innovation in the toothbrush market ensures a steady stream of new and improved products, stimulating consumer interest and driving market expansion.

### Growing Global Population and Urbanization

The global toothbrush market is positively influenced by the increasing global population and the ongoing trend of urbanization. As the world population continues to grow, particularly in densely populated urban areas, the demand for oral care products, including toothbrushes, experiences a corresponding increase. Urbanization is often accompanied by improved living standards, higher disposable incomes, and better access to healthcare services, all of which contribute to a heightened focus on personal hygiene, including oral health.

With more people residing in urban centers, where lifestyle trends and awareness campaigns are prevalent, the adoption of advanced oral care products becomes more widespread. Additionally, urban lifestyles often involve hectic schedules, leading consumers to seek convenient and time-saving solutions for oral care. Electric toothbrushes, with their automated cleaning processes and efficiency, become attractive choices for individuals with busy lifestyles.

The growing global middle class, particularly in emerging economies, has greater purchasing power, leading to increased spending on personal care products, including premium toothbrushes. The combination of population growth and urbanization creates a favourable market environment for toothbrush manufacturers, encouraging them to expand their product offerings and distribution channels to meet the diverse needs of a larger and more affluent consumer base.

### Aging Population and Focus on Geriatric Oral Care

The demographic shift toward an aging population has significant implications for the toothbrush market. As life expectancy increases globally, a larger proportion of the population comprises older individuals who are more susceptible to oral health issues such as tooth decay, gum disease, and tooth sensitivity. The aging population tends to prioritize healthcare and preventive measures, leading to a growing demand for specialized oral care products, including toothbrushes tailored to the needs of seniors.

To address the unique challenges faced by older individuals, toothbrush manufacturers are developing products with features such as softer bristles, ergonomic handles, and adaptive technologies that accommodate reduced dexterity and sensitive gums. The focus on geriatric oral care extends beyond individual preferences, as dental professionals also play a role in recommending appropriate oral care solutions for their older patients.

The aging population, combined with a proactive approach to healthcare, presents a lucrative market segment for toothbrush manufacturers. Companies are increasingly investing in research to understand the specific oral care needs of seniors and develop products that cater to this demographic, contributing to the overall growth and diversification of the global toothbrush market.

## Key Market Challenges

### Intense Market Competition

One of the significant challenges facing the global toothbrush market is the intense competition among manufacturers and brands. The market is saturated with a plethora of toothbrush options, ranging from traditional manual brushes to technologically advanced electric and smart toothbrushes. Established dental care companies, as well as new entrants, are vying for market share, leading to a crowded and competitive landscape.

The competition is not only in terms of product features and performance but also extends to pricing strategies and marketing efforts. This saturation makes it challenging for companies to differentiate their products and establish a unique value proposition. As a result, manufacturers often face pressure to continually innovate, invest in marketing campaigns, and offer competitive pricing to capture consumer attention and maintain or expand their market presence.

Additionally, the high level of competition contributes to potential commoditization, where toothbrushes are perceived as interchangeable, making it challenging for brands to build strong customer loyalty. Overcoming this challenge requires companies to focus on brand differentiation, product innovation, and strategic marketing to stand out in a fiercely competitive market.

### Environmental Concerns and Sustainability

The global toothbrush market is grappling with increasing environmental concerns related to the disposal of toothbrushes, particularly those made from non-biodegradable materials such as plastic. The majority of toothbrushes are still manufactured using plastic materials that contribute to environmental pollution, as they are often discarded and end up in landfills or oceans.

As consumers become more environmentally conscious, there is a growing demand for sustainable and eco-friendly oral care products. This shift in consumer preferences poses a challenge for toothbrush manufacturers to adopt more sustainable practices in their production processes and offer biodegradable or recyclable alternatives.

Addressing environmental concerns requires innovation in material sourcing, manufacturing processes, and packaging. Companies that fail to adapt to these changing consumer expectations may face backlash and a decline in market share. Balancing the need for effective oral care solutions with sustainable practices is a complex challenge that the toothbrush industry must navigate to align with global efforts towards environmental conservation.

### Economic Uncertainty and Affordability

Economic uncertainty, fluctuations in disposable incomes, and global economic downturns can impact consumer purchasing behavior, especially in discretionary spending categories such as personal care products. The toothbrush market is not immune to these economic challenges, as consumers may reconsider their spending on premium or technologically advanced toothbrushes during periods of financial instability.

The affordability of oral care products becomes a crucial factor influencing consumer choices. In the face of economic challenges, consumers may opt for lower-cost alternatives or delay purchases of discretionary items. This poses a challenge for toothbrush manufacturers, particularly those offering high-end products, as they need to navigate the delicate balance between providing quality oral care solutions and ensuring

affordability for a broad consumer base.

Moreover, economic disparities among different regions and demographic groups may impact market dynamics. Toothbrush manufacturers need to be agile in adjusting their product offerings and pricing strategies to remain competitive and accessible in diverse economic environments.

## Regulatory Compliance and Quality Standards

The toothbrush market faces challenges related to varying regulatory standards and quality control requirements across different regions and countries. To ensure consumer safety and product efficacy, manufacturers must navigate a complex web of regulations governing materials used in toothbrush production, labeling requirements, and health claims.

Meeting and maintaining compliance with these regulations can be resource-intensive and time-consuming. Additionally, evolving regulatory landscapes and the introduction of new standards pose ongoing challenges for manufacturers to stay abreast of changes and adapt their production processes accordingly.

Non-compliance with regulations can result in legal consequences, damage brand reputation, and lead to product recalls. The need for stringent quality control measures, adherence to regulatory standards, and ongoing monitoring of evolving regulations are challenges that toothbrush manufacturers must proactively address to maintain trust in their products and comply with global market requirements.

## Key Market Trends

### Rise of Sustainable and Eco-Friendly Toothbrushes

A notable trend in the global toothbrush market is the increasing demand for sustainable and eco-friendly oral care products. Consumers are becoming more environmentally conscious, and this awareness is influencing their purchasing decisions. Traditional toothbrushes, primarily made of non-biodegradable plastic, contribute to environmental pollution. In response to this concern, there is a growing shift towards the adoption of sustainable materials, such as bamboo, recycled plastics, and other biodegradable alternatives.

Manufacturers are introducing eco-friendly toothbrush options to meet consumer



preferences and align with environmentally responsible practices. These toothbrushes not only address ecological concerns but also appeal to a segment of consumers looking for products that reflect their commitment to sustainability. The trend is expected to drive innovation in materials, packaging, and manufacturing processes within the toothbrush industry, fostering a more environmentally friendly approach.

### Integration of Technology in Oral Care

The integration of technology into oral care products, particularly toothbrushes, is a significant trend shaping the global market. Smart toothbrushes equipped with advanced features such as Bluetooth connectivity, pressure sensors, and real-time data tracking are gaining popularity. These technologically enhanced toothbrushes offer users a more interactive and personalized approach to oral hygiene.

Bluetooth connectivity allows users to sync their toothbrushes with mobile apps, providing insights into their brushing habits, duration, and areas that may need more attention. Pressure sensors help prevent over-brushing or insufficient brushing force, promoting optimal oral care. These features not only cater to tech-savvy consumers but also contribute to improving overall oral health by promoting better brushing habits.

The trend of technology integration is expected to continue, with manufacturers exploring new innovations to enhance the effectiveness and user experience of toothbrushes. Artificial intelligence (AI) and machine learning may play a role in developing even more advanced smart toothbrushes that can analyze individual brushing patterns and provide personalized recommendations.

### Personalization and Customization in Oral Care

Consumers are increasingly seeking personalized and customized oral care solutions, and this trend is influencing the development of toothbrushes tailored to individual needs. The one-size-fits-all approach is giving way to products that consider factors such as sensitivity, gum health, and specific dental conditions.

Toothbrush manufacturers are introducing a variety of bristle options, brush head shapes, and brushing modes to accommodate different preferences and requirements. Electric toothbrushes, in particular, offer multiple settings that allow users to customize their brushing experience based on sensitivity levels or specific oral health concerns. This trend toward personalization aligns with the broader shift in consumer preferences for products that cater to their unique needs and preferences.

Additionally, some companies are exploring the concept of subscription-based toothbrush services that deliver replacement brush heads or toothbrushes at regular intervals, ensuring users always have a fresh and effective tool for oral care. This subscription model not only enhances convenience but also aligns with the growing demand for personalized and hassle-free oral care solutions.

### Focus on Oral Health Education and Connectivity

There is a growing trend in the toothbrush market towards promoting oral health education and connectivity. Manufacturers are not only selling products but also providing resources to educate consumers about proper oral care practices. This educational aspect is often facilitated through mobile apps, online platforms, and informational content included with the toothbrushes.

Smart toothbrushes with connectivity features play a key role in this trend by offering real-time feedback, personalized tips, and progress tracking. These features encourage users to maintain consistent and effective oral care routines. Manufacturers are leveraging digital platforms to share information about the importance of oral health, tips for optimal brushing, and preventive measures against common dental issues.

This trend aligns with the broader shift toward proactive health management, where consumers are increasingly interested in understanding and taking control of their well-being. By providing educational content and connectivity features, toothbrush manufacturers not only enhance the value of their products but also contribute to the overall improvement of global oral health awareness and practices.

### Segmental Insights

#### Type Insights

The electric toothbrush segment is experiencing robust growth in the global toothbrush market. Increasingly recognized for their superior cleaning efficacy, electric toothbrushes have gained widespread consumer adoption. The advanced features, such as oscillating brush heads, pressure sensors, and various cleaning modes, contribute to their popularity. Consumers are increasingly prioritizing oral health, and the convenience and effectiveness offered by electric toothbrushes align with this trend. The market's growth is also fueled by technological innovations, including connectivity options that enable real-time tracking and personalized feedback. As consumers seek



more advanced and efficient oral care solutions, the electric toothbrush segment is poised to continue its expansion, capturing a larger share of the global toothbrush market in the foreseeable future.

## Regional Insights

Asia Pacific stands out as the dominating region in the global toothbrush market, witnessing substantial growth and market influence. Factors contributing to this dominance include the region's large and diverse population, rising disposable incomes, and increasing awareness of oral health. Countries such as China, India, Japan, and South Korea are witnessing a surge in demand for oral care products, with consumers showing a growing inclination toward advanced toothbrush technologies. The market's expansion is also propelled by the presence of key manufacturers and strategic efforts to tap into the burgeoning consumer base. As the middle class expands and urbanization accelerates, Asia Pacific is expected to maintain its dominant position in the global toothbrush market, presenting lucrative opportunities for industry players to innovate and cater to evolving consumer preferences in the region.

## Key Market Players

Church & Dwight Co., Inc.

Colgate-Palmolive Company

Unilever plc

Conair LLC

Den-Mat Holdings, LLC

HRB Brands, LLC

Koninklijke Philips N.V.

Lion Corporation

Panasonic Holding Corporation

Shenzhen Risun Technology Co. Ltd.

## Report Scope:

In this report, the global toothbrush market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Toothbrush Market, By Type:

Manual Toothbrush

Electric Toothbrush

### Toothbrush Market, By Bristles:

Soft

Medium

Firm

### Toothbrush Market, By Sales Channel :

Departmental Stores

Hypermarkets/Supermarkets

Pharmacies

Online

Others

### Toothbrush Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

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

Available Customizations:

Global Toothbrush Market report with the given market data, Tech Sci 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product 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. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Factors Influencing Purchase Decision
- 4.2. Challenges Faced Post Purchase
- 4.3. Brand Awareness

### **5. GLOBAL TOOTHBRUSH MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type Market Share Analysis (Manual Toothbrush, Electric Toothbrush)

- 5.2.2. By Bristles Market Share Analysis (Soft, Medium, Firm)
- 5.2.3. By Sales Channel Market Share Analysis (Departmental Stores, Hypermarkets/Supermarkets, Pharmacies, Online, Others)
- 5.2.4. By Regional Market Share Analysis
  - 5.2.4.1. North America Market Share Analysis
  - 5.2.4.2. Europe Market Share Analysis
  - 5.2.4.3. Asia-Pacific Market Share Analysis
  - 5.2.4.4. Middle East & Africa Market Share Analysis
  - 5.2.4.5. South America Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2023)
- 5.3. Global Toothbrush Market Mapping & Opportunity Assessment
  - 5.3.1. By Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Bristles Market Mapping & Opportunity Assessment
  - 5.3.3. By Sales Channel Market Mapping & Opportunity Assessment
  - 5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA TOOTHBRUSH MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type Market Share Analysis
  - 6.2.2. By Bristles Market Share Analysis
  - 6.2.3. By Sales Channel Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
    - 6.2.4.1. United States Toothbrush Market Outlook
      - 6.2.4.1.1. Market Size & Forecast
        - 6.2.4.1.1.1. By Value
      - 6.2.4.1.2. Market Share & Forecast
        - 6.2.4.1.2.1. By Type Market Share Analysis
        - 6.2.4.1.2.2. By Bristles Market Share Analysis
        - 6.2.4.1.2.3. By Sales Channel Market Share Analysis
    - 6.2.4.2. Canada Toothbrush Market Outlook
      - 6.2.4.2.1. Market Size & Forecast
        - 6.2.4.2.1.1. By Value
      - 6.2.4.2.2. Market Share & Forecast
        - 6.2.4.2.2.1. By Type Market Share Analysis
        - 6.2.4.2.2.2. By Bristles Market Share Analysis
        - 6.2.4.2.2.3. By Sales Channel Market Share Analysis



#### 6.2.4.3. Mexico Toothbrush Market Outlook

##### 6.2.4.3.1. Market Size & Forecast

###### 6.2.4.3.1.1. By Value

##### 6.2.4.3.2. Market Share & Forecast

###### 6.2.4.3.2.1. By Type Market Share Analysis

###### 6.2.4.3.2.2. By Bristles Market Share Analysis

###### 6.2.4.3.2.3. By Sales Channel Market Share Analysis

## 7. EUROPE TOOTHBRUSH MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Type Market Share Analysis

#### 7.2.2. By Bristles Market Share Analysis

#### 7.2.3. By Sales Channel Market Share Analysis

#### 7.2.4. By Country Market Share Analysis

##### 7.2.4.1. France Toothbrush Market Outlook

###### 7.2.4.1.1. Market Size & Forecast

###### 7.2.4.1.1.1. By Value

###### 7.2.4.1.2. Market Share & Forecast

###### 7.2.4.1.2.1. By Type Market Share Analysis

###### 7.2.4.1.2.2. By Bristles Market Share Analysis

###### 7.2.4.1.2.3. By Sales Channel Market Share Analysis

##### 7.2.4.2. United Kingdom Toothbrush Market Outlook

###### 7.2.4.2.1. Market Size & Forecast

###### 7.2.4.2.1.1. By Value

###### 7.2.4.2.2. Market Share & Forecast

###### 7.2.4.2.2.1. By Type Market Share Analysis

###### 7.2.4.2.2.2. By Bristles Market Share Analysis

###### 7.2.4.2.2.3. By Sales Channel Market Share Analysis

##### 7.2.4.3. Italy Toothbrush Market Outlook

###### 7.2.4.3.1. Market Size & Forecast

###### 7.2.4.3.1.1. By Value

###### 7.2.4.3.2. Market Share & Forecast

###### 7.2.4.3.2.1. By Type Market Share Analysis

###### 7.2.4.3.2.2. By Bristles Market Share Analysis

###### 7.2.4.3.2.3. By Sales Channel Market Share Analysis

##### 7.2.4.4. Germany Toothbrush Market Outlook

- 7.2.4.4.1. Market Size & Forecast
  - 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
  - 7.2.4.4.2.1. By Type Market Share Analysis
  - 7.2.4.4.2.2. By Bristles Market Share Analysis
  - 7.2.4.4.2.3. By Sales Channel Market Share Analysis
- 7.2.4.5. Spain Toothbrush Market Outlook
  - 7.2.4.5.1. Market Size & Forecast
    - 7.2.4.5.1.1. By Value
  - 7.2.4.5.2. Market Share & Forecast
    - 7.2.4.5.2.1. By Type Market Share Analysis
    - 7.2.4.5.2.2. By Bristles Market Share Analysis
    - 7.2.4.5.2.3. By Sales Channel Market Share Analysis

## **8. ASIA-PACIFIC TOOTHBRUSH MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type Market Share Analysis
  - 8.2.2. By Bristles Market Share Analysis
  - 8.2.3. By Sales Channel Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
    - 8.2.4.1. China Toothbrush Market Outlook
      - 8.2.4.1.1. Market Size & Forecast
        - 8.2.4.1.1.1. By Value
      - 8.2.4.1.2. Market Share & Forecast
        - 8.2.4.1.2.1. By Type Market Share Analysis
        - 8.2.4.1.2.2. By Bristles Market Share Analysis
        - 8.2.4.1.2.3. By Sales Channel Market Share Analysis
    - 8.2.4.2. India Toothbrush Market Outlook
      - 8.2.4.2.1. Market Size & Forecast
        - 8.2.4.2.1.1. By Value
      - 8.2.4.2.2. Market Share & Forecast
        - 8.2.4.2.2.1. By Type Market Share Analysis
        - 8.2.4.2.2.2. By Bristles Market Share Analysis
        - 8.2.4.2.2.3. By Sales Channel Market Share Analysis
    - 8.2.4.3. Japan Toothbrush Market Outlook
      - 8.2.4.3.1. Market Size & Forecast

- 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
  - 8.2.4.3.2.1. By Type Market Share Analysis
  - 8.2.4.3.2.2. By Bristles Market Share Analysis
  - 8.2.4.3.2.3. By Sales Channel Market Share Analysis
- 8.2.4.4. Australia Toothbrush Market Outlook
  - 8.2.4.4.1. Market Size & Forecast
    - 8.2.4.4.1.1. By Value
  - 8.2.4.4.2. Market Share & Forecast
    - 8.2.4.4.2.1. By Type Market Share Analysis
    - 8.2.4.4.2.2. By Bristles Market Share Analysis
    - 8.2.4.4.2.3. By Sales Channel Market Share Analysis
- 8.2.4.5. South Korea Toothbrush Market Outlook
  - 8.2.4.5.1. Market Size & Forecast
    - 8.2.4.5.1.1. By Value
  - 8.2.4.5.2. Market Share & Forecast
    - 8.2.4.5.2.1. By Type Market Share Analysis
    - 8.2.4.5.2.2. By Bristles Market Share Analysis
    - 8.2.4.5.2.3. By Sales Channel Market Share Analysis
- 8.2.4.6. Indonesia Toothbrush Market Outlook
  - 8.2.4.6.1. Market Size & Forecast
    - 8.2.4.6.1.1. By Value
  - 8.2.4.6.2. Market Share & Forecast
    - 8.2.4.6.2.1. By Type Market Share Analysis
    - 8.2.4.6.2.2. By Bristles Market Share Analysis
    - 8.2.4.6.2.3. By Sales Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA TOOTHBRUSH MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type Market Share Analysis
  - 9.2.2. By Bristles Market Share Analysis
  - 9.2.3. By Sales Channel Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
    - 9.2.4.1. South Africa Toothbrush Market Outlook
      - 9.2.4.1.1. Market Size & Forecast
        - 9.2.4.1.1.1. By Value

- 9.2.4.1.2. Market Share & Forecast
  - 9.2.4.1.2.1. By Type Market Share Analysis
  - 9.2.4.1.2.2. By Bristles Market Share Analysis
  - 9.2.4.1.2.3. By Sales Channel Market Share Analysis
- 9.2.4.2. Saudi Arabia Toothbrush Market Outlook
  - 9.2.4.2.1. Market Size & Forecast
    - 9.2.4.2.1.1. By Value
  - 9.2.4.2.2. Market Share & Forecast
    - 9.2.4.2.2.1. By Type Market Share Analysis
    - 9.2.4.2.2.2. By Bristles Market Share Analysis
    - 9.2.4.2.2.3. By Sales Channel Market Share Analysis
- 9.2.4.3. UAE Toothbrush Market Outlook
  - 9.2.4.3.1. Market Size & Forecast
    - 9.2.4.3.1.1. By Value
  - 9.2.4.3.2. Market Share & Forecast
    - 9.2.4.3.2.1. By Type Market Share Analysis
    - 9.2.4.3.2.2. By Bristles Market Share Analysis
    - 9.2.4.3.2.3. By Sales Channel Market Share Analysis
- 9.2.4.4. Turkey Toothbrush Market Outlook
  - 9.2.4.4.1. Market Size & Forecast
    - 9.2.4.4.1.1. By Value
  - 9.2.4.4.2. Market Share & Forecast
    - 9.2.4.4.2.1. By Type Market Share Analysis
    - 9.2.4.4.2.2. By Bristles Market Share Analysis
    - 9.2.4.4.2.3. By Sales Channel Market Share Analysis

## **10. SOUTH AMERICA TOOTHBRUSH MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type Market Share Analysis
  - 10.2.2. By Bristles Market Share Analysis
  - 10.2.3. By Sales Channel Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
    - 10.2.4.1. Argentina Toothbrush Market Outlook
      - 10.2.4.1.1. Market Size & Forecast
        - 10.2.4.1.1.1. By Value
      - 10.2.4.1.2. Market Share & Forecast

- 10.2.4.1.2.1. By Type Market Share Analysis
- 10.2.4.1.2.2. By Bristles Market Share Analysis
- 10.2.4.1.2.3. By Sales Channel Market Share Analysis
- 10.2.4.2. Colombia Toothbrush Market Outlook
  - 10.2.4.2.1. Market Size & Forecast
    - 10.2.4.2.1.1. By Value
  - 10.2.4.2.2. Market Share & Forecast
    - 10.2.4.2.2.1. By Type Market Share Analysis
    - 10.2.4.2.2.2. By Bristles Market Share Analysis
    - 10.2.4.2.2.3. By Sales Channel Market Share Analysis
- 10.2.4.3. Brazil Toothbrush Market Outlook
  - 10.2.4.3.1. Market Size & Forecast
    - 10.2.4.3.1.1. By Value
  - 10.2.4.3.2. Market Share & Forecast
    - 10.2.4.3.2.1. By Type Market Share Analysis
    - 10.2.4.3.2.2. By Bristles Market Share Analysis
    - 10.2.4.3.2.3. By Sales Channel Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL TOOTHBRUSH MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regional Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Church & Dwight Co. Inc.
    - 14.1.1.1. Company Details
    - 14.1.1.2. Products
    - 14.1.1.3. Financials (As Per Availability)

- 14.1.1.4. Key Market Focus & Geographical Presence
- 14.1.1.5. Recent Developments
- 14.1.1.6. Key Management Personnel
- 14.1.2. Colgate-Palmolive Company
  - 14.1.2.1. Company Details
  - 14.1.2.2. Products
  - 14.1.2.3. Financials (As Per Availability)
  - 14.1.2.4. Key Market Focus & Geographical Presence
  - 14.1.2.5. Recent Developments
  - 14.1.2.6. Key Management Personnel
- 14.1.3. Unilever plc
  - 14.1.3.1. Company Details
  - 14.1.3.2. Products
  - 14.1.3.3. Financials (As Per Availability)
  - 14.1.3.4. Key Market Focus & Geographical Presence
  - 14.1.3.5. Recent Developments
  - 14.1.3.6. Key Management Personnel
- 14.1.4. Conair LLC
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. Den-Mat Holdings, LLC
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. HRB Brands, LLC
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Koninklijke Philips N.V.



- 14.1.7.1. Company Details
- 14.1.7.2. Products
- 14.1.7.3. Financials (As Per Availability)
- 14.1.7.4. Key Market Focus & Geographical Presence
- 14.1.7.5. Recent Developments
- 14.1.7.6. Key Management Personnel
- 14.1.8. Lion Corporation
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Panasonic Holding Corporation
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Shenzhen Risun Technology Co. Ltd.
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target By Type
- 15.3. Target By Sales Channel

## **16. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Toothbrush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Manual Toothbrush, Electric Toothbrush), By Bristles (Soft, Medium, Firm), By Sales Channel (Departmental Stores, Hypermarkets/Supermarkets, Pharmacies, Online, Others) By Region & Competition, 2019-2029F

Product link: <https://marketpublishers.com/r/TC57E85C28C5EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TC57E85C28C5EN.html>