

# **Water Flosser Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Cordless Water Flosser, Countertop Water Flosser, Others (Faucet Water Flosser, Shower Water Flosser, etc.)), By End User (Residential, Commercial (Dental Clinics, Hospitals)), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Pharmacy/ Drug Stores, Online, Others (Electronic Stores, Direct Sales, etc.)), By Region, Competition**

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## **Abstracts**

Global Water Flosser market size is expected to expand during the forecast period. Due to the increasing number of dental and oral issues, the increasing awareness on the need for dental flossing to prevent gum disease and oral infections are some of the factors driving the water flosser market and expected to further increase the revenue generation of water flosser market globally during the projected period.

### **Global Water Flosser Market Scope**

A water flosser, also referred to as an oral irrigator or dental water jet, is a device that directs a stream of water towards the teeth. It is capable of removing food particles between teeth, as well as plaque from the teeth. Water flossers can also be useful for those with braces, other types of orthodontia, or other dental conditions that make regular dental floss difficult to use. Water flossers may also be a good option for those who struggle with manual flossing. To reduce the risk of bacterial contamination, water

flossers should only be used by one person. There are generally different types of water flossers which include countertop water flosser, cordless water flosser, shower water flosser, and faucet water flosser. Countertop water flosser sits on the counter and plugs into a nearby electrical socket. They also come with an irrigation tank that you have to refill whenever it runs out of water. Cordless water flosser provides the most flexibility while flossing teeth as they are compact, lightweight, and great for use on the go. Shower water flosser attaches to shower head so one can floss after (or before) shower. Faucet water flosser has a cord that attaches to the water basins so one can use this for flossing teeth with cord.

## Global Water Flosser Market Overview

The water flossers industry is on the rise with new products innovation that are boosting sales all over the world. People's changing lifestyles and improved quality of life are also driving the growth of the water flossers market globally. The popularity of water flossers around the world is growing due to the benefits of using these products instead of using a toothbrush. The main benefit of using a water flosser over a toothbrush is that it gives an individual instant cleanliness, such as getting rid of food particles and bacteria, which is hard to do with a toothbrush.

Global Oral Health Status report published by the World Health Organization (WHO) in 2022 shows that almost half of the world's population (45% or 3.5 billion people) suffer from oral diseases. The most common oral issues are dental caries tooth decay, severe gum disease, tooth loss, and oral cancers. Untreated dental caries is the single most common condition globally, affecting an estimated 2.5 billion people. Severe gum disease – a major cause of total tooth loss – is estimated to affect 1 billion people worldwide. About 380 000 new cases of oral cancers are diagnosed every year. Thus, rising awareness among world's population about the importance of oral care is driving the demand of water flosser kind of products to keep teeth healthy, across the globe.

## Global Water Flosser Market Drivers

The primary factor for fueling the demand of water flosser is the increasing awareness about the benefits of using water flossers and rising demand of dental care services across the globe. In addition, the demand for water flossers is expected to grow in the coming years due to the increasing consumption of tobacco products and the increasing prevalence of dental and oral diseases. Oral diseases such as tooth decay, gum disease, oral cancer, etc. affect nearly half of the world's population, with untreated dental decay emerging as the most common health condition globally. This factor has

further played a significant role in boosting the demand of water flosser market during the forecasted years.

Moreover, the convenience and ease offered by water flossers as compared to the traditional method is also driving the water flosser market, globally. Unlike string floss, which requires manual dexterity, water floss eliminates the need for dexterity and technique. The user-friendliness of a water flosser is further enhanced by its pulsating water flow, which facilitates the cleaning process in a comfortable and efficient manner. This aspect of convenience appeal to consumers and is the driving factor behind the increase in the demand for flossers.

Water flossers are suitable for a variety of individuals, including those with braces, dental restorations, and those who have limited manual dexterity. These flossers offer an effective alternative to traditional flossing, which can be difficult or uncomfortable for some people. This versatility and inclusion in the market has contributed to the increasing demand for water flossers globally.

### Global Water Flosser Market Trends

Water Flosser is gaining popularity in the global market due to several trends emerging in the field of water flossers. Cordless Water Flossers have become increasingly popular due to their ease of use and portability. These models are typically powered by rechargeable batteries, as they do not require a power cord to operate. Wireless water flossers provide flexibility and convenience, enabling users to move around freely without being limited by electrical outlets. For instance, Waterpik introduced the expansion of its handheld water flosser collection with Cordless Slide Water Flosser, which is convenient to use and to carry, while travelling. This compact model is designed to fit more comfortably in the hand and is powered by a rechargeable lithium-ion battery that can be used for up to four weeks from one charge. The Cordless Slide is equipped with three precision tips that effectively clean the entire mouth including the back teeth, and three pressure levels. It is capable of removing up to 99 percent of plaque bacteria from the treated areas and can be up to fifty percent more effective in improving gum health than string floss.

Additionally, companies are offering integration of water flossers with electric toothbrushes, enabling users to seamlessly transition from brushing to flossing. For instance, Waterpik Sonic combines the power of an advanced rechargeable sonic electric toothbrush with the proven effectiveness of the water flosser. Thus, these trends with advancements in technology and consumer demands are expanding the market of

water flosser market globally during the forecasted period.

### Global Water Flosser Market Challenges

Water flossers have become popular and widely used globally, but there are still some issues with the water flossers market which includes the lack of awareness and understanding about water flossers among the general population. Many individuals are unaware of the advantages and proper use of water floss compared to traditional dental floss. Water flossers are more expensive than dental floss and may discourage price-sensitive consumers from investing in them. To address this issue, manufacturers must consider pricing strategies that are more cost-effective and reach a broader range of consumers.

### Global Water Flosser Market Opportunities

There is a rapid increase in the demand for water flosser with a significant share during the forecast period. Promoting the advantages of flossing with water floss can create opportunities for market expansion. In emerging markets, where oral hygiene habits are changing and consumers are becoming more aware of oral health, the market for water flossers has considerable potential for growth. Manufacturers can reach these markets by providing cost-effective and readily available water flossers that meet local preferences and requirements.

### Company Profiles

The major players in the global water flosser market are Koninklijke Philips N.V., The Procter & Gamble Company (Oral-B), Colgate-Palmolive Company, Oral Care Technologies Inc. (Hydro Floss), Panasonic Corporation, ToiletTree Products Inc., JETPIK Corporation, Water Pik, Inc., Aquapick Co. Ltd., TUREWELL Limited.

### Market Segmentation

The global Water Flosser market is segmented based on product type, end use, and sales channel. The market is divided into cordless water flosser, countertop water flosser, others (faucet water flosser, shower water flosser, etc.) based on product type. The market is divided into residential, commercial (dental clinics, hospitals) based on end user. Based on the sales channel, the market is divided into supermarkets/hypermarkets, multi-branded stores, pharmacy/ drug stores, online, and others (electronic stores, direct sales, etc.). The market analysis also studies the

regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Report Scope:

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

Global Water Flosser Market, By Product Type:

Cordless Water Flosser

Countertop Water Flosser

Others (Faucet Water Flosser, Shower Water Flosser, etc.)

Global Water Flosser Market, By End User:

Residential

Commercial (Dental Clinics, Hospitals)

Global Water Flosser Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Pharmacy/ Drug Stores

Online

Others (Electronic Store, Direct Sales, etc.)

Global Water Flosser Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Water Flosser 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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