

Electric Toothbrush Market Size, Share, and Outlook, 2025 Report- By Type (Oscillating Rotary, Sonic, Technology (Battery Operated, Rechargeable, Replacement Heads), Distribution Channel (Supermarkets and Hypermarkets, Retail Pharmacies, Departmental Stores, E-commerce, Others), Age Group (Adults, Kids), and Companies, 2021-2032

<https://marketpublishers.com/r/E2DA8E172C7FEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: E2DA8E172C7FEN

Abstracts

Electric Toothbrush Market Outlook

The global Electric Toothbrush market is expected to register a growth rate of 5.6% during the forecast period from \$3.7 Billion in 2024 to \$5.7 Billion in 2032. The Electric Toothbrush market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Electric Toothbrush segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Oscillating Rotary, Sonic, Technology (Battery Operated, Rechargeable, Replacement Heads), Distribution Channel (Supermarkets and Hypermarkets, Retail Pharmacies, Departmental Stores, E-commerce, Others), Age Group (Adults, Kids). Over 70 tables and charts showcase findings from our latest survey report on Electric Toothbrush markets.

Electric Toothbrush Market Insights, 2025

The electric toothbrush market is seeing strong momentum, thanks to growing interest in personal health tech and preventive dental care. More consumers are turning to

electric toothbrushes for their ability to provide a more thorough and efficient clean than manual options. Features like pressure sensors, app-based tracking, and customizable brushing modes are now common, as brands aim to deliver smart, connected experiences. While premium models have historically dominated the space, more affordable electric toothbrushes are entering the market, making the technology accessible to a wider audience. Subscription models for brush head replacements and direct-to-consumer offerings are also changing how people purchase and maintain these devices. Pediatric variants are gaining popularity too, often with engaging designs and interactive features that encourage kids to build better brushing habits. With sustainability now a key concern, companies are exploring recyclable components and biodegradable packaging. Overall, the category continues to benefit from the convergence of consumer electronics, wellness, and lifestyle trends.

Five Trends that will define global Electric Toothbrush market in 2025 and Beyond

A closer look at the multi-million global market for Electric Toothbrush identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Electric Toothbrush companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Electric Toothbrush industry?

The Electric Toothbrush sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Electric Toothbrush Market Segment Insights

The Electric Toothbrush industry presents strong offers across categories. The analytical report offers forecasts of Electric Toothbrush industry performance across segments and countries. Key segments in the industry include By Type (Oscillating Rotary, Sonic, Technology (Battery Operated, Rechargeable, Replacement Heads), Distribution Channel (Supermarkets and Hypermarkets, Retail Pharmacies,

Departmental Stores, E-commerce, Others), Age Group (Adults, Kids). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Electric Toothbrush market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Electric Toothbrush industry ecosystem. It assists decision-makers in evaluating global Electric Toothbrush market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Electric Toothbrush industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Electric Toothbrush Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Electric Toothbrush Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Electric Toothbrush with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Electric Toothbrush market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Electric Toothbrush market Insights Executives are most excited about opportunities for the US Electric Toothbrush industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Electric Toothbrush companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Electric Toothbrush market.

Latin American Electric Toothbrush market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Electric Toothbrush Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Electric Toothbrush markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South

Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Electric Toothbrush markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Electric Toothbrush companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include The Procter and Gamble Company, Colgate-Palmolive Company, Philips do Brasil Ltda., Foreo AB, SmileDirectClub, LLC, Den-Mat Holdings, LLC, Church and Dwight Co., Inc., Quip LLC, Water Pik, Inc., Shyn, Inc., Gleem, Inc.

Electric Toothbrush Market Scope

Leading Segments

By Type

Oscillating Rotary

Sonic

By Technology

Battery Operated

Rechargeable

Replacement Heads

By Distribution Channel

Supermarkets and Hypermarkets

Retail Pharmacies

Departmental Stores

E-commerce

Others

By Age Group

Adults

Kids

Leading Companies

The Procter and Gamble Company

Colgate-Palmolive Company

Philips do Brasil Ltda.

Foreo AB

SmileDirectClub, LLC

Den-Mat Holdings, LLC

Church and Dwight Co., Inc.

Quip LLC

Water Pik, Inc.

Shyn, Inc.

Gleem, Inc.

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Electric Toothbrush Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Electric Toothbrush Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL ELECTRIC TOOTHBRUSH MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Electric Toothbrush Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. ELECTRIC TOOTHBRUSH MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Oscillating Rotary

Sonic

By Technology

Battery Operated

Rechargeable

Replacement Heads

By Distribution Channel

Supermarkets and Hypermarkets

Retail Pharmacies

Departmental Stores

E-commerce

Others

By Age Group

Adults

Kids

6. GLOBAL ELECTRIC TOOTHBRUSH MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA ELECTRIC TOOTHBRUSH MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Electric Toothbrush Market Trends and Growth Opportunities
 - 6.2.1 North America Electric Toothbrush Market Outlook by Type
 - 6.2.2 North America Electric Toothbrush Market Outlook by Application
- 6.3 North America Electric Toothbrush Market Outlook by Country
 - 6.3.1 The US Electric Toothbrush Market Outlook, 2021- 2032
 - 6.3.2 Canada Electric Toothbrush Market Outlook, 2021- 2032
 - 6.3.3 Mexico Electric Toothbrush Market Outlook, 2021- 2032

7. EUROPE ELECTRIC TOOTHBRUSH MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Electric Toothbrush Market Trends and Growth Opportunities
 - 7.2.1 Europe Electric Toothbrush Market Outlook by Type
 - 7.2.2 Europe Electric Toothbrush Market Outlook by Application
- 7.3 Europe Electric Toothbrush Market Outlook by Country
 - 7.3.2 Germany Electric Toothbrush Market Outlook, 2021- 2032
 - 7.3.3 France Electric Toothbrush Market Outlook, 2021- 2032
 - 7.3.4 The UK Electric Toothbrush Market Outlook, 2021- 2032
 - 7.3.5 Spain Electric Toothbrush Market Outlook, 2021- 2032
 - 7.3.6 Italy Electric Toothbrush Market Outlook, 2021- 2032
 - 7.3.7 Russia Electric Toothbrush Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Electric Toothbrush Market Outlook, 2021- 2032

8. ASIA PACIFIC ELECTRIC TOOTHBRUSH MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Electric Toothbrush Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Electric Toothbrush Market Outlook by Type
 - 8.2.2 Asia Pacific Electric Toothbrush Market Outlook by Application
- 8.3 Asia Pacific Electric Toothbrush Market Outlook by Country
 - 8.3.1 China Electric Toothbrush Market Outlook, 2021- 2032
 - 8.3.2 India Electric Toothbrush Market Outlook, 2021- 2032
 - 8.3.3 Japan Electric Toothbrush Market Outlook, 2021- 2032
 - 8.3.4 South Korea Electric Toothbrush Market Outlook, 2021- 2032
 - 8.3.5 Australia Electric Toothbrush Market Outlook, 2021- 2032

8.3.6 South East Asia Electric Toothbrush Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Electric Toothbrush Market Outlook, 2021- 2032

9. SOUTH AMERICA ELECTRIC TOOTHBRUSH MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Electric Toothbrush Market Trends and Growth Opportunities

9.2.1 South America Electric Toothbrush Market Outlook by Type

9.2.2 South America Electric Toothbrush Market Outlook by Application

9.3 South America Electric Toothbrush Market Outlook by Country

9.3.1 Brazil Electric Toothbrush Market Outlook, 2021- 2032

9.3.2 Argentina Electric Toothbrush Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Electric Toothbrush Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA ELECTRIC TOOTHBRUSH MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Electric Toothbrush Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Electric Toothbrush Market Outlook by Type

10.2.2 Middle East and Africa Electric Toothbrush Market Outlook by Application

10.3 Middle East and Africa Electric Toothbrush Market Outlook by Country

10.3.1 Saudi Arabia Electric Toothbrush Market Outlook, 2021- 2032

10.3.2 The UAE Electric Toothbrush Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Electric Toothbrush Market Outlook, 2021- 2032

10.3.4 South Africa Electric Toothbrush Market Outlook, 2021- 2032

10.3.5 Egypt Electric Toothbrush Market Outlook, 2021- 2032

10.3.6 Rest of Africa Electric Toothbrush Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

The Procter and Gamble Company

Colgate-Palmolive Company

Philips do Brasil Ltda.

Foreo AB

SmileDirectClub, LLC

Den-Mat Holdings, LLC
Church and Dwight Co., Inc.
Quip LLC
Water Pik, Inc.
Shyn, Inc.
Gleem, Inc.
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

I would like to order

Product name: Electric Toothbrush Market Size, Share, and Outlook, 2025 Report- By Type (Oscillating Rotary, Sonic, Technology (Battery Operated, Rechargeable, Replacement Heads), Distribution Channel (Supermarkets and Hypermarkets, Retail Pharmacies, Departmental Stores, E-commerce, Others), Age Group (Adults, Kids), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/E2DA8E172C7FEN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E2DA8E172C7FEN.html>