

# Electric Toothbrush Market Share, Price, Trends, Growth, Analysis, Key Players, Outlook, Report, Forecast 2024-2032

*Electric Toothbrush Market Size To Grow At A CAGR Of 6.7% In The Forecast Period Of 2024-2032.*

30 NORTH GOULD STREET, SHERIDAN , WYOMING, UNITED STATES, November 17, 2023 /EINPresswire.com/ -- Electric Toothbrush Market Overview

According to a new report by Expert Market Research titled, "Global [Electric Toothbrush Market Size](#), Share, Analysis, Report and Forecast 2024-2032", the electric toothbrush market

reached a value of USD 3.65 billion in 2023. Aided by changing lifestyle and eating habits and growing prevalence of dental diseases, the market is projected to further grow at a CAGR of 6.7% between 2024 and 2032 to reach a value of USD 6.56 billion by 2032.

Electric toothbrushes, distinct from their manual counterparts, are designed with automatic bristle motions – either oscillation or rotation – powered predominantly by a rechargeable battery. These innovative devices not only promise superior plaque removal but also ensure consistent brushing pressure, benefitting users with gum sensitivity.

One of the key electric toothbrush market trends is the increasing awareness surrounding dental and oral health. As dental professionals worldwide advocate for effective brushing techniques and tools, consumers are gradually recognising the superiority of electric toothbrushes in ensuring comprehensive oral care. This shift is particularly notable among the millennial and Gen Z demographics, who exhibit a pronounced preference for smart and automated devices.

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Moreover, advancements in technology have led to the incorporation of features such as timers, pressure sensors, and even Bluetooth connectivity in modern electric toothbrushes. These



attributes, aimed at enhancing user experience and effectiveness, have further amplified the electric toothbrush market demand. For instance, toothbrushes with integrated Bluetooth can connect to smartphone apps, offering users feedback on their brushing habits – a feature that's gaining traction, especially among tech-savvy users.

Another propellant for electric toothbrush market growth is the increasing disposable income across developing nations, coupled with the growing distribution channels, both offline and online. The easy availability of electric toothbrushes in supermarket/hypermarket shelves, coupled with the surge in e-commerce platforms offering a wide variety of choices, has made these products more accessible to a global audience.

The cosmetics and personal care industry has also observed a trend towards premiumisation. This sentiment has percolated down to oral care as well, with consumers willing to invest in premium electric toothbrushes that promise enhanced functionality and longevity.

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Innovations continue to dot the landscape of the global electric toothbrush market. For instance, the introduction of solar-powered toothbrushes and those with long-lasting batteries promise to address some of the current challenges. Leading players like Oral-B, Philips Sonicare, and Colgate are continually investing in R&D to further refine the technology and design of their offerings.

## Electric Toothbrush Market Segmentation

The market can be divided based on product type, bristle, head movement, end user, and region.

### Market Breakup by Product Type

- Rechargeable
- Battery Powered

### Market Breakup by Bristle

- Soft Bristles
- Nanometre Bristles

### Market Breakup by Head Movement

- Rotation/Oscillations
- Sonic/Side-by-Side

## Market Breakup by End User

Children

Adult

## Market Breakup by Region

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

## Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global electric toothbrush market. Some of the major players explored in the report by Expert Market Research are as follows:

Koninklijke Philips N.V.

Procter and Gamble Co.

Colgate Palmolive Company

Panasonic Holdings Corporation

FOREO Sweden

Church & Dwight Co. Inc.

Lion Corporation

Den-Mat Holdings, LLC

JSB Healthcare

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Others

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