

# Interdental Brush Market Size Worth USD \$445.8 million by 2032 | Growth Rate (CAGR) of 5.2%

*Interdental brush market size was valued at \$272.50 million in 2022, and is estimated to reach \$445.8 million by 2032, growing at a CAGR of 5.2% by 2032*

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/EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Interdental Brush Market](#)," The interdental brush market size was valued at \$272.50 million in 2022, and is estimated to reach \$445.8 million by 2032, growing at a CAGR of 5.2% from 2023 to 2032.



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Interdental brush is an essential tool for maintaining optimal oral hygiene, designed to clean between teeth and along the gumline where traditional toothbrushes and floss may not reach. These brushes are typically made from materials such as plastic, nylon, or rubber and with eco-friendly options available using biodegradable materials like bamboo. Interdental brushes come in various types, including cylindrical, conical, or tapered designs, to accommodate different interdental spaces and oral health needs. They are used in various oral health purposes including daily oral care routines at home, dental offices for professional cleanings, and even during travel for on-the-go hygiene. Interdental brushes are particularly beneficial for individuals with braces, dental implants, or periodontal issues, as well as those seeking a convenient alternative to traditional flossing.

Rise in prevalence of periodontal diseases is expected to drive the demand for interdental brush market, as these conditions necessitate effective interdental cleaning to prevent and manage oral health issues. Periodontal diseases, such as gingivitis and periodontitis, are characterized by

inflammation and infection of the gums and supporting structures of the teeth. One of the primary causes of periodontal diseases is the accumulation of plaque and food remains between teeth, which lead to bacterial growth and subsequent gum inflammation. Interdental brush market statistics indicate a rise in market demand, with a notable increase in sales driven by growing awareness of oral hygiene and the rising prevalence of dental issues worldwide. Moreover, interdental brushes offer a targeted and efficient solution for removing plaque and fragments from interdental spaces, reduce the risk of periodontal diseases and promote gum health. As the prevalence of periodontal diseases continues to rise globally due to factors such as poor oral hygiene habits and lifestyle changes, there is a growing demand for interdental brushes as an essential tool for preventive oral care.

In addition, dental professionals increasingly emphasize the importance of interdental cleaning in preventing and managing periodontal diseases during routine dental visits. Patients diagnosed with periodontal diseases are often advised to incorporate interdental brushes into their oral hygiene routines to complement brushing and flossing. This professional recommendation drives consumer awareness and acceptance of interdental brushes as an integral component of oral care. Furthermore, individuals become more proactive about their oral health and seek preventive measures to avoid costly and invasive dental treatments and thus, contribute in the interdental brush market growth.

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The expansion of dental tourism acts as driver for the interdental brush market, as travelers seek portable oral care solutions to maintain their dental hygiene. Dental tourism involves individuals traveling to other countries to receive dental treatments at lower costs or with shorter waiting times compared to their home countries. As the popularity of dental tourism grows, so does the demand for travel-sized oral care products like interdental brushes. Travelers often prioritize compact and convenient oral hygiene tools that may easily fit into their luggage or travel kits. Interdental brushes fulfill this need by offering a portable solution for effective interdental cleaning, allowing individuals to maintain their oral health routine even while traveling. Moreover, dental tourism destinations often promote comprehensive dental care packages that include post-treatment oral care instructions and recommendations for maintaining oral hygiene.

Interdental brushes are frequently recommended by dental professionals as part of these post-treatment regimens to prevent complications such as gum disease or infection. As a result, travelers are more likely to purchase interdental brushes to comply with these recommendations and ensure optimal oral health outcomes following their dental procedures. Thus, all these factors contribute in the growth of the interdental brush market.

Resistance to change from traditional oral care methods restricts the interdental brush market demand for interdental brush market. Many individuals have established oral care routines

which primarily rely on traditional methods such as brushing with toothpaste and using dental floss. Convincing consumers to adopt interdental brushes as part of their daily oral hygiene routine requires overcoming entrenched habits and beliefs about the effectiveness of traditional methods. Resistance to change may reduce familiarity with existing oral care practices, doubt about the benefits of interdental cleaning, or discomfort with using new tools into daily routines. As a result, consumers may hesitate to try interdental brushes which lead to slower adoption rates and limited market growth.

Moreover, lack of awareness about the importance of interdental cleaning exacerbates resistance to change. Some individuals may perceive interdental brushes as unnecessary additions to their oral care routines, especially if they believe that brushing and flossing alone are sufficient for maintaining oral hygiene. Without adequate education and awareness campaigns highlighting the benefits of interdental brushes in preventing gum disease, cavities, and other oral health issues, consumers are less likely to consider integrating these products into their daily routines. Thus, all these factors limit the growth of the interdental brush market share.

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The focus on sustainability and the introduction of eco-friendly product options present significant opportunities in the interdental brush market. With the increase in consumer awareness of environmental issues and a growing preference for sustainable products, there is a rising demand for oral care solutions which minimize environmental impact. Interdental brush manufacturers may capitalize on this trend by developing brushes made from biodegradable materials, such as bamboo or cornstarch-based plastics, which offer a more environmentally friendly alternative to conventional plastic brushes. Interdental Brush Market Trends reveal a shift towards innovative designs and eco-friendly materials which reflects consumer preferences for effective oral care products that align with sustainability and advanced dental hygiene practices. Moreover, by prioritizing sustainability in product design and manufacturing processes, companies often seek environmentally conscious consumers and differentiate their offerings in the competitive oral care market.

In addition, emphasizing eco-friendly practices attracts environmentally conscious consumers and enhances brand reputation and loyalty. Consumers are increasingly seeking brands that align with their values and demonstrate a commitment to sustainability. By investing in sustainable sourcing, production, and packaging practices, interdental brush manufacturers may enhance their brand image as socially responsible and environmentally conscious companies and presents interdental brush market opportunities in the growth.

The interdental brush market is segmented into type, bristle, handle, distribution channel and region. By type, the market is classified reusable interdental brushes and disposable interdental brushes. By bristle, the market is classified into nylon bristles and plastic bristles. By handle, the

market is classified into wire handles and plastic handles. By distribution channel, the market is classified into pharmacies & drug stores, dental clinics & dental supply stores and online sales channels. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Italy, Spain, Russia, and the Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, and the Rest of Asia-Pacific), Latin America (Brazil, Argentina, Colombia and Rest of Latin America), and Middle East & Africa (South Africa, Saudi Arabia, UAE and Rest of MEA).

By type, the reusable interdental brushes segment dominated the global interdental brush market in 2022 and is anticipated to maintain its dominance during the forecast period. Reusable interdental brushes influence environmentally conscious consumers due to its cost-effectiveness and sustainability compared to disposable brushes. These brushes often feature durable materials and interchangeable heads and offer long-term value. Moreover, ongoing advancements in design and materials have enhanced their durability and efficacy and made interdental brushes popular among both dental professionals and consumers.

By bristle, the nylon bristle segment dominated the global interdental brush industry in 2022 and is anticipated to continue the same trend during the forecast period. Nylon bristles come in various sizes and textures which accommodate different interdental spaces and personal preferences. Moreover, nylon bristles are cost-effective compared to other materials which provides a blend of affordability and performance. They are renowned for their durability, flexibility and effectively removing plaque and fragments from interdental spaces without harming gums or enamel.

By handle, the wire handle segment dominated the global interdental brush market in 2022 and is anticipated to continue the same trend during the forecast period. Wire handles provide users with exceptional flexibility and ease of use which facilitates comfortable manipulation and in challenging-to-reach areas between teeth and along the gum line. This flexibility allows for precise cleaning without causing discomfort or irritation. Furthermore, wire handles come in various sizes and shapes which serve diverse interdental spaces and provide users with customization options.

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By distribution channel, the pharmacies & drug stores segment exhibited the highest growth in 2022 and is anticipated to maintain its dominance during the forecast period. With their widespread presence in urban and rural areas, these outlets ensure easy access to interdental brushes for a diverse customer base. Pharmacies and drug stores typically maintain extensive inventories of oral care products, including a wide range of interdental brushes which enables consumers to compare options and make informed purchasing decisions. Furthermore, the convenience, accessibility, and expert assistance provided by pharmacies and drug stores significantly contribute to their prominent position in the interdental brush market.

Region-wise, North America is anticipated to dominate the market with the largest share during the forecast period. North America benefits from a well-established healthcare infrastructure and a high prevalence of dental issues such as periodontal disease and dental caries which further accelerate the adoption of interdental cleaning devices. Moreover, the presence of numerous influential players in the dental care industry within North America contributes to the availability of a diverse range of interdental brush products in the market.

The major players operating in the global interdental brush market are TePe Munhygienprodukter AB, Curaden AG, Colgate-Palmolive Company, Prestige Consumer Healthcare Inc., Procter & Gamble, Wisdom Toothbrushes Ltd., Lion Corporation, Trisa AG, Sunstar Suisse S.A and Piksters.

#### KEY FINDINGS OF STUDY

By type, the reusable interdental brushes segment was the highest revenue contributor to the market in 2022.

By bristle, the nylon bristle segment was the dominating segment in the global interdental brush market during the forecast period.

By handle, the wire handle segment was the largest segment in the global interdental brush market during the forecast period.

On the basis of distribution channel, pharmacies & drug stores segment was the major revenue generator in 2022 as per interdental brush market analysis.

Region wise, North America was the highest revenue contributor in 2022.

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