

Electric Toothbrush Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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Report description:

The Global Electric Toothbrush Market is projected to register a CAGR of 6.88% over the upcoming five years.

Over the long term, the market is expected to be driven by the rise in dental problems and awareness regarding dental hygiene during the forecast period. The dental health association claims that, in comparison to those who use manual brushes, electric toothbrush users had healthier gums, fewer tooth decay, and longer tooth retention. Plaque can be removed quite well with electric toothbrushes, especially ones with "oscillating" heads that rotate in both directions. This reduces the risk of gum disease and tooth decay. Moreover, the rise in disposable income of consumers particularly in developing economies such as China and India coupled with manufacturers' focus on developing innovative products such as smart electric toothbrushes, etc., with enhanced benefits are the major factors anticipated to drive the market growth in the coming years.

Additionally, major players operating in the market are taking launching campaigns to educate and raise awareness of dental care among the people. Furthermore, various associations such as the American Association of Orthodontists (AAO) are taking up initiatives and starting awareness programs related to good oral care. For instance, in October 2022, the American Association of Orthodontists (AAO) sponsored a campaign that aims to create awareness about the benefits of orthodontic treatment and the significance of oral health. Such factors are anticipated to drive market growth during the forecast period. However, the high price of these brushes acts as a major restraint of the market.

Electric Toothbrush Market Trends

Deterring Oral Health Among Population Globally

The rapidly changing lifestyles and improper diets, including sugar-rich diets and the increased consumption of alcohol and tobacco, have made oral health one of the significant public health problems in almost every part of the world. For instance, according to the Tobacco Institute of India, tobacco consumption contributed to about 49 million kilograms of legal cigarettes

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across India during the fiscal year 2021. The majority of tobacco products consumed in the country are in the form of bidi, chewable, and illegal cigarettes which cause severe damage to dental health.

Additionally, consumers worldwide have started to pay immense attention to maintaining their oral health, which led to an increase in the demand for electric toothbrushes, worldwide. Some of the factors that influence the choice of electric toothbrushes from the customers' point of view are perceived performance, brand awareness, product attributes, the credibility of the company, and availability of product information. Also, a few undesired consequences due to oral health issues like lost sleep and heavy spending on oral health are driving people to take care of their oral health. For instance, according to a survey conducted by Delta Dental among United States consumers, around 39% of adults reported losing sleep due to oral health issues in 2021. This factor is directly expected to impact the market studied during the forecast period. Moreover, longer lifespan and the convenience of an electric toothbrush are also a few major factors supporting the market's growth. The average life span of an electric toothbrush is 3-5 years with regular changes of toothbrush heads. Companies also give a 1-2-year guarantee on the goods, allowing customers to return defective or defective-in-condition products and exchange them for new ones.

Europe Holds a Major Share in the Market

Europe has experienced a growing prevalence of oral and dental problems owing to the rise in the percentage of the senior population which is anticipated to drive market growth during the study period. According to WHO, in Europe, human papillomavirus infections are responsible for a growing percentage of oral cancers among young people. A child's and an adult's self-esteem, ability to eat, nutrition, and health are all significantly impacted by dental illnesses and tooth loss. Extensive tooth loss in older persons may restrict the consumption of nutritious foods, compromise nutrition, and raise the risk of chronic diseases.

Similarly, according to VCIOM, insufficient teeth whiteness or enamel darkening was the most common dental problem in Russia as of February 2021, cited by around 28% of respondents. Nearly one-quarter of Russians suffered from sensitive teeth to hot, cold, or sweet foods. Also, 21% of the respondents are suffering from dental deposits (tartar). Such factors are leading consumers to focus on taking good care of their dental health and hygiene, and manufacturers continue to develop new products that address consumer dental requirements in terms of cleaning and whitening, driving the market growth in the region. For instance, in September 2022, ISSA 2 collection was introduced by FOREO on World Oral Health Day in London. The brush, according to the manufacturer, combines PBT polymer and medical-grade silicone for an exceptionally soft brushing experience. To promote more hygienic brush heads and general oral health, it was believed that the natural characteristics of silicone and PBT polymer harbor fewer microorganisms. According to the advertisement, this is tough and the brush head lasts twice as long as a nylon toothbrush.

Electric Toothbrush Market Competitor Analysis

The global electric toothbrush market is concentrated with prominent players competing to gain market share. Companies are investing in product development and expanding into distribution channels to gain a competitive edge in the market. Also, manufacturers are focused on developing innovative products such as smart electric toothbrushes, etc., with enhanced benefits to grab the market share. Koninklijke Philips N.V., Church & Dwight Co., Inc., Procter & Gamble, Colgate-Palmolive Company, Panasonic, etc., are prominent global players.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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