Global Electric Toothbrush - Market Study 2015-2019

Description:
About electric toothbrushes
An electric toothbrush is the kind of toothbrush which is plugged into the wall for recharging. Consumers keep the handle and replace the brush head frequently, usually every three months. Rechargeable electric toothbrushes vary in terms of the cleaning technology they use, such as oscillating action, rotating action, sonic technology etc.

With the evolution of the toothbrush industry, there are various types of toothbrushes available in the market. The low cost of manual toothbrushes is a major driver for the manual toothbrushes. However greater consciousness about oral hygiene and care along with the efficacy provided power toothbrushes is propelling the market for power toothbrushes. Power toothbrushes come in two variants; electric and battery powered. This report deals with the market for electric toothbrushes. Evolution in cleaning technology and advancements like smart electric toothbrushes are the major factors which will propel the market in the forecast period.

The report forecasts the global electric toothbrush market to grow at a CAGR of 8.09 % over the period 2014-2019.

Covered in this report
This report covers the present scenario and the growth prospects of the global electric toothbrush market during the period 2015-2019. To calculate the market size, the report considered revenue generated from sales of electric toothbrushes, replacement brush heads and other replacement accessories like chargers, handles etc.

The report, Global Electric Toothbrush Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the APAC, Europe, North America and ROW region; it also covers the landscape of the global electric toothbrush market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key regions
- APAC
- Europe
- North America
- ROW

Key vendors
- Colgate Palmolive
- Panasonic
- Philips
- Proctor and Gamble
- Waterpik

Other prominent vendors
- Arm and Hammer
- Conair
- Mouth Watchers
- Omron Healthcare
- Summer Infant

Key Market drivers
- Increase in consumer need for oral healthcare products
- For a full, detailed list, view the full report

Key Market challenges
- Threat from manual and battery-powered toothbrushes
- For a full, detailed list, view the full report
Key market trends
- Electric toothbrushes for kids
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the Key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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