

Manual Toothbrush Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2030)

> **Industry:** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/manual-toothbrush-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 10.14 billion
Projected Forecast (2031)	USD 10.14 billion
Growth Rate (CAGR)	4.16 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Manual Toothbrush industry] (images/chart_2.png)

! [Manual Toothbrush Market Size] (images/chart_3.png)

! [Manual Toothbrush Market Share by Bristle Type, 2024] (images/chart_4.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2030 |
Market Size (2025) | USD 10.14 Billion |
Market Size (2030) | USD 12.44 Billion |
Growth Rate (2025 - 2030) | 4.16 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

Market Overview

Manual Toothbrush Market Analysis by Mordor Intelligence The global manual toothbrush market size is valued at USD 10.14 billion in 2025 and is projected to reach USD 12.44 billion by 2030, exhibiting a CAGR of 4.16% during the forecast period. Driven by essential oral hygiene needs and cost-effectiveness, the global manual toothbrush market is witnessing steady growth, solidifying its status as a staple in both developed and emerging markets. Even with the surge of electric alternatives, manual toothbrushes hold their ground, thanks to their affordability, user-friendliness, and innovations in bristle design and eco-friendly materials. The World Health Organization (2024) highlights a pressing need for oral hygiene: in the Western Pacific Region, about 800 million people, or 42% of the population, grapple with oral diseases, from untreated dental caries to gum diseases and tooth loss [1]Source: World Health Organization, "Oral Health Western Pacific Region," who.int. This urgency is particularly pronounced in lower- and middle-income regions, where cost-sensitive consumers seek basic yet effective dental care. Consumer preferences are evolving: there's a rising inclination towards soft-bristled toothbrushes, driven by heightened awareness of gum sensitivity. While plastic toothbrushes currently dominate the market, sustainability concerns are prompting manufacturers to rethink materials and designs. Adults remain the primary users, but products tailored for children are swiftly capturing market share, owing to preventive dental initiatives and heightened parental awareness.

Key Report Takeaways* By bristle type, hard bristles captured 58.15% of the manual toothbrush market share in 2024, whereas soft bristles are forecast to expand at a 4.76% CAGR through 2030.

* By material, plastic accounted for 95.43% of the manual toothbrush market size in 2024, and wood/bamboo options are poised for a 6.63% CAGR between 2025-2030.

* By end-user, adults held 87.12% of the manual toothbrush market share in 2024, while the children segment records the highest projected CAGR at 5.72% to 2030.

* By distribution channel, supermarkets/hypermarkets represented 39.72% of the manual toothbrush market size in 2024, and online retail is advancing at a 5.84% CAGR through 2030.

* By geography, Asia-Pacific commanded 35.76% of the manual toothbrush market share in 2024 and is also the fastest-growing region with a 4.87% CAGR to 2030.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Manual Toothbrush Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Increasing consumer awareness of oral hygiene | +0.8% | Global; stronger in Asia-Pacific and South America | Medium term (2-4 years) |

Rising prevalence of dental disorders | +0.6% | Sub-Saharan Africa and South Asia | Long term (≥ 4 years) |

Demand for eco-friendly toothbrushes | +0.4% | North America, Europe, urban Asia-Pacific | Medium term (2-4 years) |

Government initiatives on oral hygiene | +0.3% | United Kingdom, Brazil, India, Pacific islands | Short term (≤ 2 years) |

Aggressive marketing and advertising | +0.2% | Global competitive markets | Short term (≤ 2 years) |

Affordability and accessibility | +0.5% | Emerging Asia-Pacific, South America, Middle East and Africa | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The market exhibits moderate consolidation. The established players in the manual

1 toothbrush market, such as Colgate, leverage strong brand equity, endorsements from dental professionals, and prominent retail visibility to maintain their dominance. Colgate caters to diverse income groups, marketing both mass-market brushes and premium lines like Colgate SlimSoft. In Europe, brands like TePe and Curaprox, backed by dental endorsements, highlight sustainability to appeal to eco-conscious consumers.

In a market often seen as commoditized, technology-driven product enhancements emerge as key differentiators. Innovations in bristle shape, density, and handle ergonomics create perceptions of clinical superiority. For instance, Perfora's premium line, featuring antibacterial silver bristles, appeals to Gen Z and millennials. Some brands are even exploring sensor-embedded manual toothbrushes that sync with mobile apps, blending traditional brushing with digital hygiene tracking.

Brands are honing in on underserved markets, championing sustainability, and pioneering direct-to-consumer (D2C) strategies. Procter & Gamble's Oral-B, with its 60% less plastic "Clic" model, epitomizes the industry's pivot towards eco-design without compromising brand identity.

Manual Toothbrush Industry Leaders* Colgate-Palmolive Company

* Procter & Gamble Company

* Unilever PLC

* Sunstar Suisse SA

* Haleon plc

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Manual Toothbrush Market Report ScopeBy Bristle TypeHard/Medium Bristle |
Soft Bristle |

Segmentation Accordion Item

By GeographyNorth America | United States |

| Canada |

| Mexico |

| Rest of North America |

Europe | Germany |

| United Kingdom |

| Italy |

| France |

| Spain |

| Netherlands |

| Belgium |

| Sweden |

| Rest of Europe |

Asia-Pacific | China |

| India |

| Japan |

| Australia |

| Indonesia |

| South Korea |

| Thailand |

| Singapore |

- | Rest of Asia-Pacific |
- South America | Brazil |
- | Argentina |
- | Rest of South America |
- Middle East and Africa | South Africa |
- | Saudi Arabia |
- | United Arab Emirates |
- | Egypt |
- | Turkey |
- | Rest of Middle East and Africa |

Frequently Asked Questions

What is the current manual toothbrush market size?

The manual toothbrush market size stood at USD 10.14 billion in 2025 and is projected to reach USD 12.44 billion by 2030.

Which region leads the manual toothbrush market?

Asia-Pacific holds the lead with 35.76% share in 2024 and posts the fastest 4.87% CAGR through 2030.

Why are soft-bristled toothbrushes gaining popularity?

Soft bristles reduce gum abrasion and align with dental-professional guidance, fueling a 4.76% CAGR that outpaces harder variants.

What distribution channel is growing fastest?

Online retail shows a 5.84% CAGR, driven by subscription models and influencer-led direct-to-consumer brands.