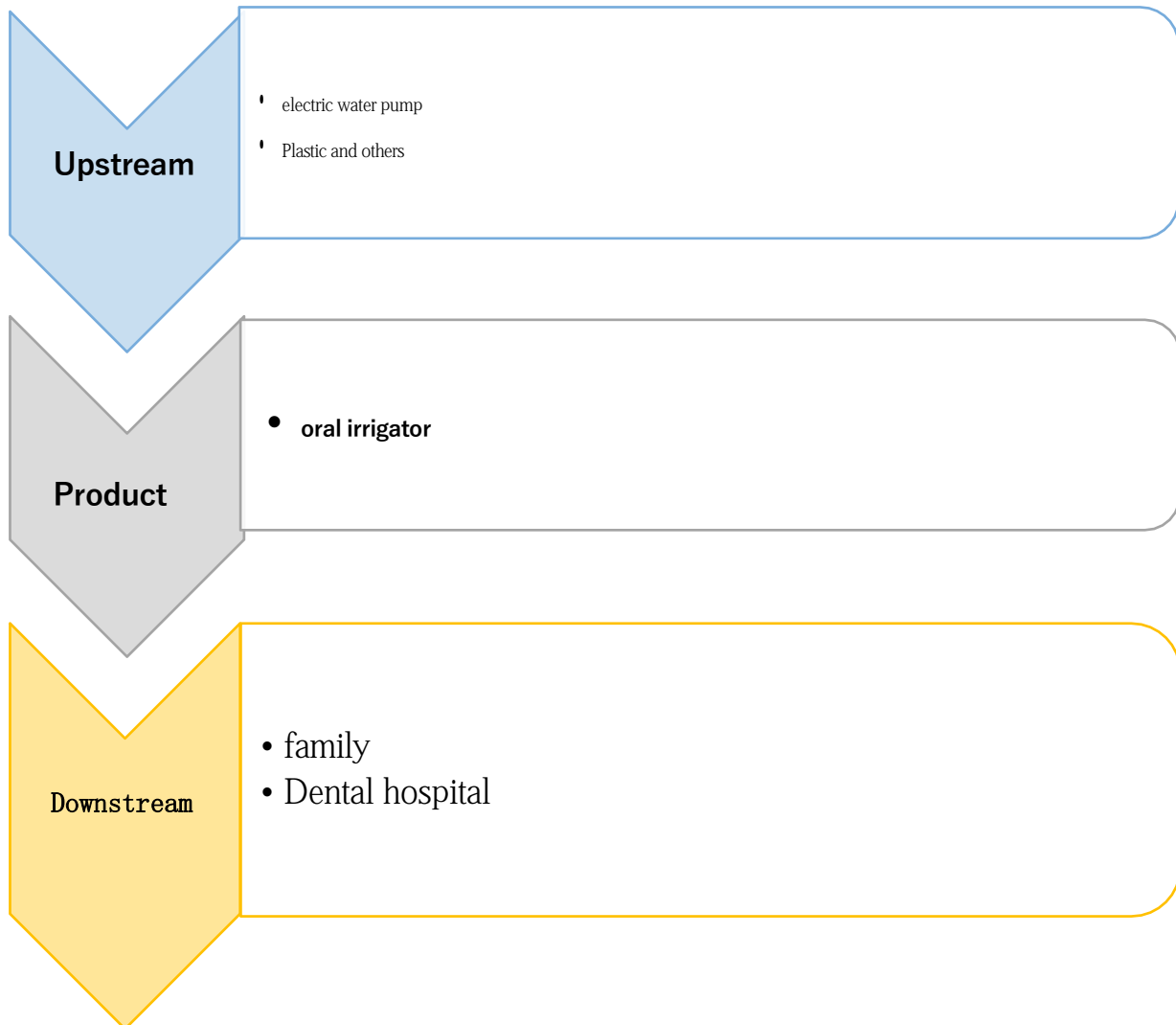


# Analysis of Upstream Raw Materials and Downstream Markets

## 1.1 Analysis of the Oral Irrigator Industry Chain

Figure 1: Oral Irrigator Industry Chain



Source: QYResearch 2026

## 1.2 Analysis of the Upstream Supply Chain in the Oral Irrigator Industry

### 1.2.1 Status of upstream raw material supply

The upstream components of a Oral Irrigator primarily consist of materials such as plastic, metal, and rubber. Among these, plastic is mainly used for manufacturing components like water tanks, nozzles, and tubing; metal is primarily employed for producing parts such as pumps and connectors; while rubber is utilized for manufacturing components including sealing rings and water pipes.

There is an ample supply of raw materials upstream.

### 1.3 Analysis of downstream customers for Oral Irrigators

The primary downstream application industry for Oral Irrigators is the oral care sector. With the increasing awareness of health and heightened emphasis on oral hygiene, a growing number of individuals now utilize Oral Irrigators for daily oral cleaning. Additionally, Oral Irrigators are widely employed in dental clinics, stomatological hospitals, beauty salons, and other settings, providing professionals with more efficient and precise oral cleaning services.

Currently, the primary customers for Oral Irrigators remain individuals who purchase them for home use.

### 1.4 Analysis of Sales Channels for Oral Irrigator

**Table 1: Main Sales Models and Distribution Channels for Oral Irrigator**

	Current Situation	future trend
Sales Model	Direct sales and distribution	With a focus on distribution, enterprises place greater emphasis on product research and development as well as production, separating these functions. More experienced companies handle market marketing and promotion.
channel of distribution	Online, in supermarkets and hypermarkets  The innovative business models in the China Oral Irrigator market often involve bundled sales packages with electric toothbrushes. Driven by consumers demand for cost-effectiveness, numerous manufacturers have adopted such bundled sales strategies, particularly online. Additionally, online dental clinics serve as a crucial promotional channel, similar to the sales model for medical equipment. Currently, however, mainstream manufacturers still adhere to the traditional business model encompassing research and development, manufacturing, and sales.	Online sales remain the primary channel, with online sales volumes gradually increasing. Some companies are also progressively expanding their market presence and product visibility by establishing offline sales channels such as physical store counters.