

Global Electric Toothbrush Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Electric Toothbrush market size will reach 2,070.49 Million USD in 2025 and is projected to reach 3,058.16 Million USD by 2032, with a CAGR of 5.73% (2025-2032). Notably, the China Electric Toothbrush market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An electric toothbrush is a battery-powered or rechargeable oral hygiene device designed to clean teeth and gums with greater efficiency and ease compared to traditional manual toothbrushes. It features a motor that vibrates, oscillates, or rotates the bristle head, often at high speeds, to help remove plaque, food particles, and bacteria more effectively. Electric toothbrushes typically offer various cleaning modes, timers, and pressure sensors to promote proper brushing technique and ensure thorough dental care. These devices have become popular for their ability to provide a deep and consistent clean, making them a valuable tool for maintaining oral health and preventing issues like cavities and gum disease.

The major global manufacturers of Electric Toothbrush include Philips Sonicare, P&G (Oral-B and Crest), Panasonic, Colgate, Wellness Oral Care, Interplak(Conair), Church & Dwight (Arm & Hammer, Waterpik, Spinbrush), Lebond, Lion, Ningbo Seago Electric, Risun Technology, SEASTAR Corporation, Minimum, Dretec, JSB Healthcare, Brush Buddies (Soniclean), SONIC Chic, Brio Product, usmile, Saky, Xiaomi, etc. The global

players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Electric Toothbrush. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Electric Toothbrush market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Electric Toothbrush market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Electric Toothbrush industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Electric Toothbrush Include:

Philips Sonicare

P&G (Oral-B and Crest)

Panasonic

Colgate

Wellness Oral Care

Interplak(Conair)

Church & Dwight (Arm & Hammer, Waterpik, Spinbrush)

Lebond

Lion

Ningbo Seago Electric

Risun Technology

SEASTAR Corporation

Minimum

Dretec

JSB Healthcare

Brush Buddies (Soniclean)

SONIC Chic

Brio Product

usmile

Saky

Xiaomi

Electric Toothbrush Product Segment Include:

Rechargeable Toothbrushes

Battery Powered Toothbrushes

Electric Toothbrush Product Application Include:

Adults Electric Toothbrush

Children Electric Toothbrush

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