

# Global Power 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 Power Toothbrush market size will reach 909.70 Million USD in 2025 and is projected to reach 1,140.28 Million USD by 2032, with a CAGR of 3.28% (2025-2032). Notably, the China Power 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

A power toothbrush, also known as an electric toothbrush, is a dental care device that uses electric power to move the brush head in a rapid, oscillating, rotating, or vibrating motion, providing an alternative to manual toothbrushes for oral hygiene. Power toothbrushes often come with various features such as timers, pressure sensors, and multiple brushing modes to enhance the brushing experience and promote effective dental care. They are designed to remove plaque and prevent gum disease by offering a more consistent and thorough cleaning action. Power toothbrushes are available in rechargeable and battery-operated models, catering to diverse preferences and lifestyles, and are commonly recommended by dental professionals for their potential to improve oral health outcomes.

The major global manufacturers of Power Toothbrush include P&G, Philips, Panasonic, Colgate-Palmolive, WaterPik, ARM&HAMMER, LION, Omron, Ningbo seago, Lebond, Guangzhou Wanyuan, RisunTechnology, Kanger Li, TRULY, SKG, Yuwell, Berrcom, 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 Power 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 Power 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 Power 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 Power 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 Power Toothbrush Include:

P&G

Philips

Panasonic

Colgate-Palmolive

WaterPik

ARM&HAMMER

LION

Omron

Ningbo seago

Lebond

Guangzhou Wanyuan

RisunTechnology

Kanger Li

TRULY

SKG

Yuwell

Berrcom

Power Toothbrush Product Segment Include:

Vibrating Power Toothbrushes

Rotating Power Toothbrushes

Power Toothbrush Product Application Include:

Adults

Kids

## **Chapter Scope**

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