

Global Electric Exfoliating Brushes Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GC9602753107EN.html>

Date: June 2026

Pages: 140

Price: US\$ 4,480.00 (Single User License)

ID: GC9602753107EN

Abstracts

The global Electric Exfoliating Brushes market size is expected to reach \$ 1365 million by 2032, rising at a market growth of 7.4% CAGR during the forecast period (2026-2032).

Electric exfoliating brushes are handheld skincare devices that use oscillating, rotating, or sonic vibration technology to enhance cleansing and exfoliation of the skin. These devices feature brush heads made of soft silicone bristles or nylon filaments designed to remove dead skin cells, unclog pores, and improve skin texture more effectively than manual washing. Unlike basic cleansing brushes, exfoliating brushes typically offer multiple speed settings, interchangeable brush heads for different skin types (sensitive, normal, deep exfoliation), and often include timers to guide proper usage duration. Some advanced models incorporate sonic pulsations, heat therapy, or smart sensors that adjust intensity based on pressure applied. From a value chain perspective, upstream includes brush head material suppliers (medical-grade silicone, nylon), motor manufacturers (vibration or rotation), battery and charging component suppliers (Li-ion, USB, inductive charging), PCB and electronic component makers, and plastic housing suppliers; midstream involves product design, mold making, injection molding, motor assembly, electronics integration, quality testing, packaging, and brand distribution; downstream demand spans residential/consumer skincare, professional beauty salons and spas, dermatology clinics, hotel amenity channels, and cosmetic retail (Sephora, Ulta, department stores, e-commerce). In 2025, the average selling price is approximately US\$32 per unit, global sales volume is about 25,000k units, and gross margins generally range from 25% to 45%, driven by brush head material quality, motor technology, battery life, and brand positioning.

The electric exfoliating brush market is experiencing steady growth driven by increasing

consumer awareness of skincare routines and the global trend toward 'skinimalism' ? achieving healthy skin with fewer but more effective products. Unlike manual cleansing, electric exfoliating brushes provide consistent, controlled exfoliation that removes up to 99% of dirt, oil, and dead skin cells, significantly improving product absorption of subsequent serums and moisturizers.

Another key trend is the shift toward silicone brush heads over traditional nylon bristles. Silicone brushes offer superior hygiene as they are non-porous, resistant to bacterial growth, easier to clean, and last longer without bristle shedding. Approximately 55% of new electric exfoliating brush models now feature all-silicone brush heads, particularly in the premium segment. Silicone also provides gentler exfoliation suitable for sensitive skin, expanding the addressable market to consumers previously hesitant about mechanical exfoliation.

The market is also witnessing technological convergence with smart skincare. Advanced models now feature app connectivity that tracks usage frequency, recommends brush head replacement schedules, and analyzes skin condition through integrated sensors. Some devices use AI to adapt vibration intensity based on skin resistance, preventing over-exfoliation. Approximately 20% of premium brush sales now include smart features, with adoption rates expected to double by 2028.

This report studies the global Electric Exfoliating Brushes production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electric Exfoliating Brushes and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Electric Exfoliating Brushes that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electric Exfoliating Brushes total production and demand, 2021-2032, (K Units)

Global Electric Exfoliating Brushes total production value, 2021-2032, (USD Million)

Global Electric Exfoliating Brushes production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Electric Exfoliating Brushes consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Electric Exfoliating Brushes domestic production, consumption, key domestic manufacturers and share

Global Electric Exfoliating Brushes production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Electric Exfoliating Brushes production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Electric Exfoliating Brushes production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Electric Exfoliating Brushes market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include L'Oréal Group (Clarisonic) (FR), Foreo (SE), PMD Beauty (Personal Microderm) (US), Philips (NL), Conair Corporation (US), Michael Todd Beauty (US), Vanity Planet (US), Librow (US), Spa Sciences (US), Norlan (US), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electric Exfoliating Brushes market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Electric Exfoliating Brushes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electric Exfoliating Brushes Market, Segmentation by Type:

Face Exfoliating Brushes

Body Exfoliating Brushes

Global Electric Exfoliating Brushes Market, Segmentation by Brush Head Material:

Nylon Bristle Exfoliating Brush

Silicone Bristle Exfoliating Brush

Hybrid (Nylon + Silicone) Brush

Global Electric Exfoliating Brushes Market, Segmentation by Skin Type Compatibility:

Sensitive Skin Brush

Normal/Combination Skin Brush

Deep Exfoliation / Oily Skin Brush

Global Electric Exfoliating Brushes Market, Segmentation by Application:

Home

Commercial

Companies Profiled:

L'Oréal Group (Clarisonic) (FR)

Foreo (SE)

PMD Beauty (Personal Microderm) (US)

Philips (NL)

Conair Corporation (US)

Michael Todd Beauty (US)

Vanity Planet (US)

Librow (US)

Spa Sciences (US)

Norlan (US)

ZIIP Beauty (US)

Nurse Jamie (US)

Huawei (Honor Band skincare ecosystem) (CN)

Xiaomi (Mijia / Soocas) (CN)

Philips Zoom (NL)

Panasonic Corporation (JP)

YA-MAN Ltd. (JP)

MTG Co., Ltd. (JP)

Key Questions Answered:

1. How big is the global Electric Exfoliating Brushes market?
2. What is the demand of the global Electric Exfoliating Brushes market?
3. What is the year over year growth of the global Electric Exfoliating Brushes market?
4. What is the production and production value of the global Electric Exfoliating Brushes market?
5. Who are the key producers in the global Electric Exfoliating Brushes market?
6. What are the growth factors driving the market demand?

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