

Global Orthodontic Electric Toothbrush Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Orthodontic Electric Toothbrush market size was valued at US\$ 202 million in 2025 and is forecast to a readjusted size of US\$ 321 million by 2032 with a CAGR of 6.9% during review period.

In 2025, global production of orthodontic electric toothbrushes reached 8.54 million units, with an estimated average selling price of \$23 per unit. Orthodontic electric toothbrushes are electric toothbrushes designed or designed for people wearing orthodontic devices such as fixed brackets, archwires, elastic bands, retainers, and clear aligner attachments. They are primarily used for cleaning metal brackets, ceramic brackets, lingual braces, clear aligner attachments, retainer cleaning, and for gum care and plaque control during orthodontic treatment. The upstream of the industry chain includes ABS/PP plastics, PBT/nylon bristles, micro motors, magnetic/sonic drive components, lithium batteries, PCBs, power management chips, pressure sensors, waterproof seals, inductive charging modules, and packaging materials; the midstream includes brush handle injection molding, brush head bristle implantation, motor and battery assembly, waterproof encapsulation, firmware algorithms, aging testing, and OEM/ODM production; the downstream includes orthodontic clinics, dental chains, pharmacies, supermarkets, and e-commerce platforms. Gross profit margins range from approximately 20% to 45%.

The global market for orthodontic electric toothbrushes is in the stage of 'professional orthodontic care spreading to mass consumer products.' North America and Europe are driven by dental insurance, orthodontic clinic recommendations, and the penetration rate of high-end electric toothbrushes. The Chinese and Asia-Pacific markets are experiencing rapid sales growth, driven by orthodontic treatment for teenagers, invisible

braces for adults, cross-border e-commerce, and low-to-mid-priced products from domestic brands. Future trends will focus on dedicated orthodontic brush heads, soft bristles, pressure sensors, brushing guidance via apps, brush head subscriptions, toothbrush + water flosser sets, orthodontic care sets for children and teenagers, and clinic channel education. Product competition will also shift from simply vibration frequency to 'cleaning efficiency around brackets, gum safety, replacement brush head ecosystem, and repurchase model'.

This report is a detailed and comprehensive analysis for global Orthodontic Electric Toothbrush market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Orthodontic Electric Toothbrush market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Orthodontic Electric Toothbrush market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Orthodontic Electric Toothbrush market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Orthodontic Electric Toothbrush market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Orthodontic Electric Toothbrush

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Orthodontic Electric Toothbrush market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Philips, Procter & Gamble, Panasonic, Colgate-Palmolive, Wellnesse, Conair, Church & Dwight, Lion Corporation, Ningbo Seago Electric, Risun Technology, etc.

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

Market Segmentation

Orthodontic Electric Toothbrush market is split by Type and by Sales Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Sonic

Rotational Vibration

Intelligent Sensing

Market segment by Orthodontic Device Adaptation

Fixed Metal Brackets

Ceramic Brackets

Market segment by Sales Channels

Online Sales

Offline Sales

Market segment by Sales Channel

Adults

Children

Major players covered

Philips

Procter & Gamble

Panasonic

Colgate-Palmolive

Wellnesse

Conair

Church & Dwight

Lion Corporation

Ningbo Seago Electric

Risun Technology

Shenzhen Sea Star Industry

Dretec Co., Ltd.

JSB Healthcare

Brush Buddies

Brio Product Group

Usmile

Xiaomi

Dr. Mayer

emmi-dent

Goldspire Group

Fairywill

Bitvae

Novashine

Pursonic

AquaSonic

Shanghai Flyco Electrical Appliance

TCL

Haier Electronics Group

ROAMAN

PROTOUCH

Sunstar-Gum

Perrigo

BROXO

TRISA

FOREO

IBP Healthcare

TrueLife

Kolibree

OMRON

Libode

PROORAL

WEIMEIZI

Oclean

Laifen

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Orthodontic Electric Toothbrush product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Orthodontic Electric Toothbrush, with price, sales quantity, revenue, and global market share of Orthodontic Electric Toothbrush from 2021 to 2026.

Chapter 3, the Orthodontic Electric Toothbrush competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Orthodontic Electric Toothbrush breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Orthodontic Electric Toothbrush market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Orthodontic Electric Toothbrush.

Chapter 14 and 15, to describe Orthodontic Electric Toothbrush sales channel, distributors, customers, research findings and conclusion.

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