

Global Orthodontic Electric Toothbrush Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Orthodontic Electric Toothbrush market size is expected to reach \$ 321 million by 2032, rising at a market growth of 6.9% CAGR during the forecast period (2026-2032).

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 studies the global Orthodontic Electric Toothbrush production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Orthodontic Electric Toothbrush 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 Orthodontic Electric Toothbrush that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Orthodontic Electric Toothbrush total production and demand, 2021-2032, (K Units)

Global Orthodontic Electric Toothbrush total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Orthodontic Electric Toothbrush domestic production, consumption, key domestic manufacturers and share

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

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

Global Orthodontic Electric Toothbrush production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Orthodontic Electric Toothbrush 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Orthodontic Electric Toothbrush 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 Sales Channel. 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 Orthodontic Electric Toothbrush Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Orthodontic Electric Toothbrush Market, Segmentation by Type:

Sonic

Rotational Vibration

Intelligent Sensing

Global Orthodontic Electric Toothbrush Market, Segmentation by Orthodontic Device Adaptation:

Fixed Metal Brackets

Ceramic Brackets

Global Orthodontic Electric Toothbrush Market, Segmentation by Sales Channels:

Online Sales

Offline Sales

Global Orthodontic Electric Toothbrush Market, Segmentation by Sales Channel:

Adults

Children

Companies Profiled:

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

Key Questions Answered:

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

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