

# Global Plax Visualization Electric Toothbrush Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Plax Visualization Electric Toothbrush market size is expected to reach \$ 387 million by 2032, rising at a market growth of 7.1% CAGR during the forecast period (2026-2032).

The plaque-visualizing electric toothbrush is a smart toothbrush that combines electric cleaning technology with optical/digital sensing technology. Using built-in LED light sources, fluorescent developers, or camera sensors, it displays the plaque distribution on the tooth surface in real time during brushing, helping users identify blind spots. Traditional electric toothbrushes cannot visually display cleaning results, often resulting in incomplete brushing. The plaque-visualizing electric toothbrush significantly improves brushing adherence and oral health management through visual feedback. The average price of this product is approximately \$165 per unit, with global sales of approximately 1.44 million units. The upstream components include optical modules (LEDs, cameras), motors, batteries, and bristle materials; the midstream consists of toothbrush manufacturers; and the downstream comprises retailers, e-commerce platforms, and dental clinics. The future trend is intelligentization + visualization + data-driven approaches, enhancing user experience through AI recognition and app interaction, while environmentally friendly materials (biodegradable bristles) will become a new highlight.

This report studies the global Plax Visualization Electric Toothbrush production, demand, key manufacturers, and key regions.

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

### **Highlights and key features of the study**

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

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

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

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

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

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

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

Global Plax Visualization Electric Toothbrush production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Plax Visualization 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 Sonicare, Oral-B (P&G), Panasonic, Colgate-Palmolive, FOREO, Agappe, Humble Co., Quip, Waterpik, Brush-Baby, 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 Plax Visualization 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 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 Plax Visualization Electric Toothbrush Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Plax Visualization Electric Toothbrush Market, Segmentation by Type:

LED Imaging Type

Fluorescent Staining Type

Camera Visualization Type

Global Plax Visualization Electric Toothbrush Market, Segmentation by Level of Intelligence:

Basic Type

Intelligent Type (APP Analysis)

High-End Type (AI Recognition + Cloud Data)

Global Plax Visualization Electric Toothbrush Market, Segmentation by User Group:

Children's Type

Adult Type

Professional Dental Type

Global Plax Visualization Electric Toothbrush Market, Segmentation by Application:

Online

Offline

Companies Profiled:

Philips Sonicare

Oral-B (P&G)

Panasonic

Colgate-Palmolive

FOREO

Agappe

Humble Co.

Quip

Waterpik

Brush-Baby

Jordan Oral Care

Lion Corporation

OralGos

Aiwejay

Wealadvance

Kolibree

Guangzhou Stars Pulse

Oclean

Xiaomi

Seago

Hubei Crown

### **Key Questions Answered:**

1. How big is the global Plax Visualization Electric Toothbrush market?
2. What is the demand of the global Plax Visualization Electric Toothbrush market?
3. What is the year over year growth of the global Plax Visualization Electric Toothbrush market?

4. What is the production and production value of the global Plax Visualization Electric Toothbrush market?
5. Who are the key producers in the global Plax Visualization Electric Toothbrush market?
6. What are the growth factors driving the market demand?

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