

# Global Power Toothbrush Replacement Head Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Power Toothbrush Replacement Head market size is expected to reach \$ 2023 million by 2032, rising at a market growth of 4.2% CAGR during the forecast period (2026-2032).

In 2025, global production of power toothbrush replacement heads reached 351 million units, with an estimated average selling price of US\$4.2 per unit. Power toothbrush replacement heads are brush head components installed at the front of the electric toothbrush handle and can be replaced periodically. They typically consist of bristles, a brush head housing, a bristle implantation structure, a connecting interface, a transmission adapter, and a sealing structure. They are used with sonic, rotary, reciprocating, or U-shaped electric toothbrushes to perform daily teeth cleaning, gum care, sensitive tooth care, whitening and polishing, children's oral care, and orthodontic cleaning. Essentially, they are consumables for electric toothbrushes and are generally recommended to be replaced every 3-4 months, as the cleaning effect decreases after the bristles wear down. The upstream of the industry chain includes PBT/nylon bristles, silicone, PP, ABS, POM, TPE, and color masterbatch, etc.; the midstream includes injection molding, bristle implantation, bristle trimming and rounding, interface processing, adapter testing, and packaging sterilization; and the downstream targets original equipment manufacturers (OEMs), electric toothbrush manufacturers, e-commerce platforms, dental clinics, supermarkets and pharmacies, and cross-border e-commerce. The gross profit margin is approximately 20%-40%.

Future industry growth will primarily come from the expansion of the existing user base of electric toothbrushes, the strengthening of the habit of replacing brush heads every three months or so, the integration of original equipment manufacturer (OEM) interfaces, the upgrading of functional brush heads, the increasing demand for

toothbrush care for children and sensitive teeth, the popularization of subscription-based replenishment models, and the increased use of environmentally friendly and recyclable materials. At the same time, low-price competition from third-party compatible brush heads, insufficient consumer replacement frequency, and the relatively high price of OEM brush heads will remain the main challenges for industry development.

This report studies the global Power Toothbrush Replacement Head production, demand, key manufacturers, and key regions.

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

#### Highlights and key features of the study

Global Power Toothbrush Replacement Head total production and demand, 2021-2032, (K Units)

Global Power Toothbrush Replacement Head total production value, 2021-2032, (USD Million)

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

Global Power Toothbrush Replacement Head consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Power Toothbrush Replacement Head domestic production, consumption, key domestic manufacturers and share

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

Global Power Toothbrush Replacement Head production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Power Toothbrush Replacement Head production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Power Toothbrush Replacement Head 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, Lion Corporation, Ebisu, Hawley & Hazel, Panasonic, Colgate-Palmolive, Libode, PROORAL, ROAMAN, 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 Power Toothbrush Replacement Head 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 Power Toothbrush Replacement Head Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Power Toothbrush Replacement Head Market, Segmentation by Type:

Acoustic Reciprocating Type

Rotary Vibration Type

U-Shaped Type

Others

Global Power Toothbrush Replacement Head Market, Segmentation by Function:

Cleaning Head

Gum Care Head

Whitening & Polishing Head

Orthodontic Head

Other

Global Power Toothbrush Replacement Head Market, Segmentation by Interface System:

Original Replacement

Third-Party Compatible

Global Power Toothbrush Replacement Head Market, Segmentation by Application:

Adults

Children

Companies Profiled:

Philips

Procter & Gamble

Lion Corporation

Ebisu

Hawley & Hazel

Panasonic

Colgate-Palmolive

Libode

PROORAL

ROAMAN

Xiaomi

WEIMEIZI

Oclean

Usmile

Laifen

#### Key Questions Answered:

1. How big is the global Power Toothbrush Replacement Head market?
2. What is the demand of the global Power Toothbrush Replacement Head market?
3. What is the year over year growth of the global Power Toothbrush Replacement Head market?
4. What is the production and production value of the global Power Toothbrush Replacement Head market?
5. Who are the key producers in the global Power Toothbrush Replacement Head

market?

6. What are the growth factors driving the market demand?

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