

Global Rechargeable Electric Toothbrushes Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G47B0367BF3BEN.html>

Date: July 2026

Pages: 196

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

ID: G47B0367BF3BEN

Abstracts

The global Rechargeable Electric Toothbrushes market size is expected to reach \$ 2233 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

In 2025, global production of rechargeable electric toothbrushes reached 53.7 million units, with an estimated average selling price of US\$26 per unit. Rechargeable electric toothbrushes are electric oral hygiene products with built-in rechargeable batteries, rechargeable via inductive charging base, magnetic charging, USB/Type-C, or travel charging case. They feature stable power output, long battery life, pressure sensing, timer reminders, multiple cleaning modes, Bluetooth/APP connectivity, brush head replacement reminders, and smart displays. They are used for daily oral hygiene at home, plaque control, gum care, teeth whitening, cleaning brackets and interdental spaces during orthodontic treatment, children's oral care, elderly oral care, cleaning around dental implants/restorations, and in dental clinics. The upstream of the industry chain includes ABS/PP plastics, PBT/nylon bristles, micro motors, sonic/magnetic levitation drive components, lithium batteries, battery protection boards, PCBs, power management chips, pressure sensors, waterproof seals, induction coils, charging bases, packaging materials, and molds; the midstream includes brush handle injection molding, brush head bristle implantation, motor and battery assembly, waterproof encapsulation, electronic control, software algorithms, aging testing, brand/OEM/ODM manufacturing, and quality certification; the downstream includes e-commerce platforms, brand websites, pharmacies and supermarkets, personal care retail, dental clinics, and orthodontic institutions. Gross profit margin is approximately 15%-35%.

Globally, North America and Europe are mature markets with high penetration rates and average order values ??for rechargeable electric toothbrushes, with demand

concentrated on pressure sensors, gum protection, smart modes, and high-end brands. The Asia-Pacific market, particularly China, is experiencing rapid growth, primarily driven by e-commerce channels, domestic brands, young consumers, children's care products, orthodontic patients, and mid-range price points. Latin America, the Middle East, and Africa are still in the adoption phase, with higher price sensitivity; entry-level rechargeable models, long-lasting models, and cross-border e-commerce brands are more likely to achieve significant sales volume. The future development trends of the industry are mainly reflected in the following aspects: First, products will upgrade from basic 'rechargeable' functions to pressure sensing, AI brushing guidance, APP data management, visual screens, and personalized cleaning modes; Second, the brush head consumable system will be further segmented, forming a repurchase ecosystem around gum care, orthodontics, whitening, sensitive teeth, children's teeth, tongue cleaning, and implant care; Third, Type-C, magnetic charging, long battery life, and travel portability will become standard features of mid-to-high-end products; Fourth, environmental protection, reducing the use of disposable batteries, and recyclable materials will drive the migration of dry-cell battery-powered products to rechargeable products; Fifth, dental clinics, orthodontic institutions, and professional care kits will enhance the professional endorsement of products. Overall, rechargeable electric toothbrushes have become the most commercially valuable mainstream form in the electric toothbrush market, with a larger market size than purely dry-cell battery-powered products. Future growth will be driven by 'increased penetration rate + intelligent upgrades + repurchase of brush head consumables'.

This report studies the global Rechargeable Electric Toothbrushes production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Rechargeable Electric Toothbrushes total production and demand, 2021-2032, (K Units)

Global Rechargeable Electric Toothbrushes total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Rechargeable Electric Toothbrushes domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Rechargeable Electric Toothbrushes 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 Rechargeable Electric Toothbrushes 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 Rechargeable Electric Toothbrushes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Rechargeable Electric Toothbrushes Market, Segmentation by Type:

Sonic Charging

Rotational Vibration Charging

Global Rechargeable Electric Toothbrushes Market, Segmentation by Charging Method:

Induction Base Charging

Magnetic Charging

USB/Type-C Direct Charging

Wireless Charging

Global Rechargeable Electric Toothbrushes Market, Segmentation by Sales Channels:

Online Sales

Offline Sales

Global Rechargeable Electric Toothbrushes Market, Segmentation by Application:

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

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