

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

<https://marketpublishers.com/r/G06CC831009CEN.html>

Date: July 2026

Pages: 192

Price: US\$ 3,480.00 (Single User License)

ID: G06CC831009CEN

Abstracts

According to our (Global Info Research) latest study, the global Rechargeable Smart Electric Toothbrush market size was valued at US\$ 1437 million in 2025 and is forecast to a readjusted size of US\$ 2233 million by 2032 with a CAGR of 6.6% during review period.

In 2025, global production of rechargeable smart electric toothbrushes reached 53.7 million units, with an estimated average selling price of \$26 per unit. Rechargeable smart electric toothbrushes are electric oral hygiene products with built-in rechargeable batteries, rechargeable via inductive charging base, magnetic charging, USB/Type-C, etc. 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%.

This report is a detailed and comprehensive analysis for global Rechargeable Smart Electric Toothbrush market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. 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 Rechargeable Smart Electric Toothbrush market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

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

Global Rechargeable Smart 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 Rechargeable Smart 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 Rechargeable Smart 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

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

Market segment by Type

Sonic Charging

Rotational Vibration Charging

Market segment by Charging Method

Induction Base Charging

Magnetic Charging

USB/Type-C Direct Charging

Wireless Charging

Market segment by Sales Channels

Online Sales

Offline Sales

Market segment by Application

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 Rechargeable Smart Electric Toothbrush product scope,

market overview, market estimation caveats and base year.

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

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

Chapter 4, the Rechargeable Smart 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 Application, with sales market share and growth rate by Type, by Application, 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 Rechargeable Smart Electric Toothbrush market forecast, by regions, by Type, and by Application, 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 Rechargeable Smart Electric Toothbrush.

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

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