

Global Smart Sonic Vibration Toothbrush Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Smart Sonic Vibration Toothbrush market size was valued at US\$ 989 million in 2025 and is forecast to a readjusted size of US\$ 1508 million by 2032 with a CAGR of 6.3% during review period.

In 2025, global production of smart sonic vibrating toothbrushes reached 35.6 million units, with an estimated average selling price of US\$27 per unit. Smart sonic vibrating toothbrushes are oral care products that use a high-speed sonic motor to drive the brush head, causing the bristles to oscillate laterally at a high frequency. Through bristle contact and the flow of oral fluids, they clean the tooth surface, between teeth, and along the gum line. They are primarily used for daily oral hygiene at home, plaque control, gum care, teeth whitening, cleaning during orthodontic treatment, children's oral care, assisting brushing for the elderly and people with mobility impairments, and periodontal sensitivity care. The upstream of the industry chain includes ABS/PP plastics, PBT/nylon bristles, sonic motors, magnetic levitation drive components, lithium batteries, PCBs, power management chips, pressure sensors, waterproof seals, inductive charging modules, packaging materials, and molds; the midstream includes brush handle injection molding, brush head bristle implantation, motor and battery assembly, waterproof encapsulation, software algorithms, quality testing, and OEM/ODM manufacturing; the downstream includes e-commerce platforms, brand websites, pharmacies and supermarkets, personal care retail, dental clinics, orthodontic institutions, and cross-border e-commerce. Gross profit margins range from approximately 15% to 35%.

This report is a detailed and comprehensive analysis for global Smart Sonic Vibration 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 Smart Sonic Vibration Toothbrush market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Smart Sonic Vibration 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 Smart Sonic Vibration 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 Smart Sonic Vibration 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 Smart Sonic Vibration 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 Smart Sonic Vibration 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

Smart Sonic Vibration 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

Rechargeable

Battery-Powered

Market segment by Vibration Frequency

Basic Sonic Type

Mid-High Frequency Sonic Type

High-Power Sonic Type

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 Smart Sonic Vibration Toothbrush product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Smart Sonic Vibration 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 Smart Sonic Vibration 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 Smart Sonic Vibration Toothbrush.

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

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