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

https://marketpublishers.com/r/GAF58F93A91CEN.html
Date: July 2026
Pages: 205
Price: US$ 3,480.00 (Single User License)
ID: GAF58F93A91CEN

Abstracts

According to our (Global Info Research) latest study, the global Sonic Electric 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 sonic electric toothbrushes reached 35.6 million units, with an estimated average selling price of $27 per unit. Sonic electric toothbrushes are electric 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 issues, 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%.

Globally, North America and Europe are high-penetration, high-average-order-value markets for sonic electric toothbrushes, with consumers focusing on gum care, sensitive modes, pressure sensors, and brand endorsement. The Chinese and Asia-Pacific

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markets are experiencing rapid growth, benefiting from e-commerce channels, domestic brands, younger consumers, increased demand for orthodontic services, and heightened oral health awareness. Latin America, the Middle East, and Africa are still in the popularization stage, with higher price sensitivity; entry-level rechargeable models and cross-border e-commerce brands are more likely to achieve significant sales volume. Future industry trends are mainly reflected in: 1) Product development is shifting from simple high-frequency vibration to pressure sensing, brushing area recognition, AI guidance, and APP data management; 2) The brush head consumable system is becoming more segmented, forming a repeat purchase ecosystem around gum care, orthodontics, whitening, sensitive teeth, children's products, and tongue cleaning; 3) Mid-to-high-end products are emphasizing magnetic levitation motors, low noise, waterproofing, long battery life, and travel portability; 4) Environmentally friendly materials and recyclable brush heads are becoming important differentiating factors in the European and American markets; 5) Recommendations of professional care kits by dental clinics and orthodontic institutions are driving high-end demand.

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

Global Sonic 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 Sonic 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 Sonic Electric Toothbrush market shares of main players, shipments in revenue ($ Million), sales quantity (K Units), and ASP (US$/Unit), 2021-2026

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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 Sonic 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 Sonic 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

Sonic 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

Rechargeable

Battery-Powered

Market segment by Vibration Frequency

Basic Sonic Type

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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

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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

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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)

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

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

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

Chapter 4, the Sonic 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 Sonic 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 Sonic Electric Toothbrush.

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

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