

Global Sonic Electric Toothbrush Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Sonic Electric Toothbrush market size is expected to reach \$ 1508 million by 2032, rising at a market growth of 6.3% CAGR during the forecast period (2026-2032).

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 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 studies the global Sonic Electric Toothbrush production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Sonic Electric Toothbrush total production and demand, 2021-2032, (K Units)

Global Sonic Electric Toothbrush total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Sonic Electric Toothbrush domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Sonic Electric Toothbrush 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 Sonic Electric Toothbrush 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 Sonic Electric Toothbrush Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sonic Electric Toothbrush Market, Segmentation by Type:

Rechargeable

Battery-Powered

Global Sonic Electric Toothbrush Market, Segmentation by Vibration Frequency:

Basic Sonic Type

Mid-High Frequency Sonic Type

High-Power Sonic Type

Global Sonic Electric Toothbrush Market, Segmentation by Sales Channels:

Online Sales

Offline Sales

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

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