

Global Ultrasonic Toothbrush Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Ultrasonic Toothbrush market size is expected to reach \$ 341 million by 2032, rising at a market growth of 7.1% CAGR during the forecast period (2026-2032).

In 2025, global production of ultrasonic toothbrushes reached 1.67 million units, with an estimated average selling price of US\$123 per unit. Ultrasonic toothbrushes typically refer to oral care products that use piezoelectric ceramics/ultrasonic transducers within the brush head or handle to generate high-frequency ultrasonic waves, combined with low-amplitude mechanical vibrations or the microbubble effect of specialized toothpaste, to gently clean plaque from tooth surfaces, gum lines, between teeth, around brackets, and around restorations. Main applications include daily plaque control, gum sensitivity care, periodontitis support, cleaning around orthodontic brackets and archwires, cleaning around dental implants and crowns/bridges, oral care for the elderly, low-irritation brushing for children, and dental clinics. The upstream of the industry chain includes ABS/PP plastics, PBT/nylon or silicone bristles, piezoelectric ceramic sheets, ultrasonic transducers, micro motors, lithium batteries, PCBs, power management chips, waterproof seals, inductive charging modules, and specialized toothpaste/gel and packaging materials. The midstream includes ultrasonic module design, brush handle injection molding, brush head bristle implantation, transducer assembly, electronic control, overall waterproofing, noise control, power stability testing, OEM/ODM manufacturing, and brand operation. The downstream includes brand websites, e-commerce platforms, pharmacies and personal care retail, dental clinics, orthodontic institutions, cross-border e-commerce, and repurchase channels for replacement brush heads/specialized toothpaste. Gross profit margin is approximately 18%-35%.

Globally, Europe has a relatively high acceptance rate for ultrasonic toothbrushes, with strong brand recognition in Germany, Switzerland, the UK, and the EU. The North

American market has stable demand due to a strong existing consumer base for high-end electric toothbrushes, periodontal care, and clinic recommendations. The Chinese and Asia-Pacific markets are still in the introductory phase, but with the growth in orthodontics, dental implants, periodontal care, and high-end personal care consumption, there is a small-scale opportunity for ultrasonic toothbrushes to move towards higher-end products. Future industry trends will focus on several areas: First, products will upgrade from 'conceptual ultrasonic' to verifiable ultrasonic frequency, power stability, and cleaning effectiveness. Second, ultrasonic + sonic composite cleaning will become the mainstream technology. Third, orthodontics, dental implants, periodontal sensitivity, and elderly care will be the most important incremental applications. Fourth, market competition will shift from 'vibration count advertising' to clinical endorsement, safety, low-irritation experience, consumable ecosystem, and professional channel partnerships.

This report studies the global Ultrasonic Toothbrush production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Ultrasonic Toothbrush Market, Segmentation by Type:

Pure Ultrasonic Type

Ultrasonic + Acoustic Composite Type

Global Ultrasonic Toothbrush Market, Segmentation by Brush Head Structure:

Standard Soft Bristle Brush Head

Small Brush Head

Silicone Brush Head

Others

Global Ultrasonic Toothbrush Market, Segmentation by Sales Channels:

Online Sales

Offline Sales

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

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