

Global Power Toothbrush Replacement Head Market Growth 2026-2032

<https://marketpublishers.com/r/GE4A50F4747FEN.html>

Date: July 2026

Pages: 120

Price: US\$ 3,660.00 (Single User License)

ID: GE4A50F4747FEN

Abstracts

The global Power Toothbrush Replacement Head market size is predicted to grow from US\$ 1442 million in 2025 to US\$ 1953 million in 2032; it is expected to grow at a CAGR of 4.5% from 2026 to 2032.

In 2025, global production of power toothbrush replacement heads reached 351 million units, with an estimated average selling price of US\$4.2 per unit. Power toothbrush replacement heads are brush head components installed at the front of the electric toothbrush handle and can be replaced periodically. They typically consist of bristles, a brush head housing, a bristle implantation structure, a connecting interface, a transmission adapter, and a sealing structure. They are used with sonic, rotary, reciprocating, or U-shaped electric toothbrushes to perform daily teeth cleaning, gum care, sensitive tooth care, whitening and polishing, children's oral care, and orthodontic cleaning. Essentially, they are consumables for electric toothbrushes and are generally recommended to be replaced every 3-4 months, as the cleaning effect decreases after the bristles wear down. The upstream of the industry chain includes PBT/nylon bristles, silicone, PP, ABS, POM, TPE, and color masterbatch, etc.; the midstream includes injection molding, bristle implantation, bristle trimming and rounding, interface processing, adapter testing, and packaging sterilization; and the downstream targets original equipment manufacturers (OEMs), electric toothbrush manufacturers, e-commerce platforms, dental clinics, supermarkets and pharmacies, and cross-border e-commerce. The gross profit margin is approximately 20%-40%.

Future industry growth will primarily come from the expansion of the existing user base of electric toothbrushes, the strengthening of the habit of replacing brush heads every three months or so, the integration of original equipment manufacturer (OEM) interfaces, the upgrading of functional brush heads, the increasing demand for

toothbrush care for children and sensitive teeth, the popularization of subscription-based replenishment models, and the increased use of environmentally friendly and recyclable materials. At the same time, low-price competition from third-party compatible brush heads, insufficient consumer replacement frequency, and the relatively high price of OEM brush heads will remain the main challenges for industry development.

LP Information, Inc. (LPI) ' newest research report, the "Power Toothbrush Replacement Head Industry Forecast" looks at past sales and reviews total world Power Toothbrush Replacement Head sales in 2025, providing a comprehensive analysis by region and market sector of projected Power Toothbrush Replacement Head sales for 2026 through 2032. With Power Toothbrush Replacement Head sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Power Toothbrush Replacement Head industry.

This Insight Report provides a comprehensive analysis of the global Power Toothbrush Replacement Head landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Power Toothbrush Replacement Head portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Power Toothbrush Replacement Head market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Power Toothbrush Replacement Head and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Power Toothbrush Replacement Head.

This report presents a comprehensive overview, market shares, and growth opportunities of Power Toothbrush Replacement Head market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Acoustic Reciprocating Type

Rotary Vibration Type

U-Shaped Type

Others

Segmentation by Function:

Cleaning Head

Gum Care Head

Whitening & Polishing Head

Orthodontic Head

Other

Segmentation by Interface System:

Original Replacement

Third-Party Compatible

Segmentation by Application:

Adults

Children

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Philips

Procter & Gamble

Lion Corporation

Ebisu

Hawley & Hazel

Panasonic

Colgate-Palmolive

Libode

PROORAL

ROAMAN

Xiaomi

WEIMEIZI

Oclean

Usmile

Laifen

Key Questions Addressed in this Report

What is the 10-year outlook for the global Power Toothbrush Replacement Head market?

What factors are driving Power Toothbrush Replacement Head market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Power Toothbrush Replacement Head market opportunities vary by end market size?

How does Power Toothbrush Replacement Head break out by Type, by Application?

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