

Global Rechargeable Electric Toothbrushes Market Growth 2026-2032

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Abstracts

The global Rechargeable Electric Toothbrushes market size is predicted to grow from US\$ 1366 million in 2025 to US\$ 2173 million in 2032; it is expected to grow at a CAGR of 7.0% from 2026 to 2032.

In 2025, global production of rechargeable electric toothbrushes reached 53.7 million units, with an estimated average selling price of US\$26 per unit. Rechargeable electric toothbrushes are electric oral hygiene products with built-in rechargeable batteries, rechargeable via inductive charging base, magnetic charging, USB/Type-C, or travel charging case. They feature stable power output, long battery life, pressure sensing, timer reminders, multiple cleaning modes, Bluetooth/APP connectivity, brush head replacement reminders, and smart displays. They are used for daily oral hygiene at home, plaque control, gum care, teeth whitening, cleaning brackets and interdental spaces during orthodontic treatment, children's oral care, elderly oral care, cleaning around dental implants/restorations, and in dental clinics. The upstream of the industry chain includes ABS/PP plastics, PBT/nylon bristles, micro motors, sonic/magnetic levitation drive components, lithium batteries, battery protection boards, PCBs, power management chips, pressure sensors, waterproof seals, induction coils, charging bases, packaging materials, and molds; the midstream includes brush handle injection molding, brush head bristle implantation, motor and battery assembly, waterproof encapsulation, electronic control, software algorithms, aging testing, brand/OEM/ODM manufacturing, and quality certification; the downstream includes e-commerce platforms, brand websites, pharmacies and supermarkets, personal care retail, dental clinics, and orthodontic institutions. Gross profit margin is approximately 15%-35%.

Globally, North America and Europe are mature markets with high penetration rates and average order values ??for rechargeable electric toothbrushes, with demand

concentrated on pressure sensors, gum protection, smart modes, and high-end brands. The Asia-Pacific market, particularly China, is experiencing rapid growth, primarily driven by e-commerce channels, domestic brands, young consumers, children's care products, orthodontic patients, and mid-range price points. Latin America, the Middle East, and Africa are still in the adoption phase, with higher price sensitivity; entry-level rechargeable models, long-lasting models, and cross-border e-commerce brands are more likely to achieve significant sales volume. The future development trends of the industry are mainly reflected in the following aspects: First, products will upgrade from basic 'rechargeable' functions to pressure sensing, AI brushing guidance, APP data management, visual screens, and personalized cleaning modes; Second, the brush head consumable system will be further segmented, forming a repurchase ecosystem around gum care, orthodontics, whitening, sensitive teeth, children's teeth, tongue cleaning, and implant care; Third, Type-C, magnetic charging, long battery life, and travel portability will become standard features of mid-to-high-end products; Fourth, environmental protection, reducing the use of disposable batteries, and recyclable materials will drive the migration of dry-cell battery-powered products to rechargeable products; Fifth, dental clinics, orthodontic institutions, and professional care kits will enhance the professional endorsement of products. Overall, rechargeable electric toothbrushes have become the most commercially valuable mainstream form in the electric toothbrush market, with a larger market size than purely dry-cell battery-powered products. Future growth will be driven by 'increased penetration rate + intelligent upgrades + repurchase of brush head consumables'.

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

This Insight Report provides a comprehensive analysis of the global Rechargeable Electric Toothbrushes 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 Rechargeable Electric Toothbrushes portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Rechargeable Electric Toothbrushes market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Rechargeable Electric Toothbrushes 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 Rechargeable Electric Toothbrushes.

This report presents a comprehensive overview, market shares, and growth opportunities of Rechargeable Electric Toothbrushes market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Sonic Charging

Rotational Vibration Charging

Segmentation by Charging Method:

Induction Base Charging

Magnetic Charging

USB/Type-C Direct Charging

Wireless Charging

Segmentation by Sales Channels:

Online Sales

Offline Sales

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

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 Addressed in this Report

What is the 10-year outlook for the global Rechargeable Electric Toothbrushes market?

What factors are driving Rechargeable Electric Toothbrushes market growth, globally and by region?

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

How do Rechargeable Electric Toothbrushes market opportunities vary by end market size?

How does Rechargeable Electric Toothbrushes break out by Type, by Application?

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