

# Global Smart Electric Toothbrush Replacement Brush Heads Market Growth 2026-2032

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## Abstracts

The global Smart Electric Toothbrush Replacement Brush Heads 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 smart electric toothbrush replacement brush heads reached 351 million units, with an estimated average selling price of \$4.20 per head. A smart electric toothbrush replacement brush head refers to a brush head assembly installed at the front of the electric toothbrush handle that can be replaced periodically. It typically consists of bristles, a brush head housing, a bristle implantation structure, a connecting interface, a transmission adapter, and a sealing structure. It is 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 a consumable for electric toothbrushes, it is generally recommended to replace it 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, adaptation 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%.

United States market for Smart Electric Toothbrush Replacement Brush Heads is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Smart Electric Toothbrush Replacement Brush Heads is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Smart Electric Toothbrush Replacement Brush Heads is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Smart Electric Toothbrush Replacement Brush Heads players cover Philips, Procter & Gamble, Lion Corporation, Ebisu, Hawley & Hazel, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Smart Electric Toothbrush Replacement Brush Heads 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 Smart Electric Toothbrush Replacement Brush Heads.

This report presents a comprehensive overview, market shares, and growth

opportunities of Smart Electric Toothbrush Replacement Brush Heads 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 Smart Electric Toothbrush Replacement Brush Heads market?

What factors are driving Smart Electric Toothbrush Replacement Brush Heads market growth, globally and by region?

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

How do Smart Electric Toothbrush Replacement Brush Heads market opportunities vary by end market size?

How does Smart Electric Toothbrush Replacement Brush Heads break out by Type, by Application?

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