

Global Sonic Electric Toothbrush Market Growth 2026-2032

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Abstracts

The global Sonic Electric Toothbrush market size is predicted to grow from US\$ 940 million in 2025 to US\$ 1466 million in 2032; it is expected to grow at a CAGR of 6.7% from 2026 to 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.

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

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

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

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

opportunities of Sonic Electric Toothbrush market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Rechargeable

Battery-Powered

Segmentation by Vibration Frequency:

Basic Sonic Type

Mid-High Frequency Sonic Type

High-Power Sonic Type

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 Sonic Electric Toothbrush market?

What factors are driving Sonic Electric Toothbrush market growth, globally and by region?

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

How do Sonic Electric Toothbrush market opportunities vary by end market size?

How does Sonic Electric Toothbrush break out by Type, by Application?

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