

Global Ultrasonic Toothbrush Market Growth 2026-2032

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Abstracts

The global Ultrasonic Toothbrush market size is predicted to grow from US\$ 201 million in 2025 to US\$ 332 million in 2032; it is expected to grow at a CAGR of 7.6% from 2026 to 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.

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

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Ultrasonic Toothbrush market by product type, application, key

manufacturers and key regions and countries.

Segmentation by Type:

Pure Ultrasonic Type

Ultrasonic + Acoustic Composite Type

Segmentation by Brush Head Structure:

Standard Soft Bristle Brush Head

Small Brush Head

Silicone Brush Head

Others

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 Ultrasonic Toothbrush market?

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

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

How do Ultrasonic Toothbrush market opportunities vary by end market size?

How does Ultrasonic Toothbrush break out by Type, by Application?

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