Electric Toothbrush Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/electric-toothbrush-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 9.85 billion
Projected Forecast (2031)	USD 9.85 billion
Growth Rate (CAGR)	7.25 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

```
![Major players in Electric Toothbrush industry](images/chart_2.png)

![Electric Toothbrush Market Size](images/chart_3.png)

![Electric Toothbrush Market Share by Product Form, 2025](images/chart_4.png)

![Electric Toothbrush Market Share by Distribution Channel, 2025](images/chart_5.png)

![Electric Toothbrush Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Electric Toothbrush Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
```

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 6.75 Billion |
Market Size (2031) | USD 9.85 Billion |
Growth Rate (2026 - 2031) | 7.25 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Electric Toothbrush Market Analysis by Mordor IntelligenceThe electric toothbrush market size is valued at USD 6.75 billion in 2026, growing from the 2025 value of USD 6.21 billion, and is forecast to climb to USD 9.85 billion by 2031, advancing at a 7.25% CAGR. The expansion reflects rising clinical acceptance that powered brushing removes plaque up to 21% better than manual methods, supportive FDA Class I categorization that shortens innovation cycles, and price-ratio improvements that bring connected models below the USD 50 threshold in many regions. Sustainability regulations, notably the European Union’s 2023 Battery Regulation, are accelerating rechargeable adoption and nudging brands toward modular, recyclable designs. Simultaneously, DTC subscriptions that ship brush heads every quarter are locking users into ecosystems, enhancing lifetime value while shielding brands from raw-material volatility. Competitive intensity, however, is rising as Chinese challengers deploy AI-guided devices at 30-40% lower price points, obliging incumbents to differentiate through patented motor technologies and clinical endorsements.

Key Report Takeaways* By product form, rechargeable models led with 82.14% of the electric toothbrush market share in 2025, while battery-powered variants are forecast to post an 8.75% CAGR through 2031.
* By brushing technology, oscillating-rotating heads commanded 54.68% revenue in 2025; sonic and ultrasonic designs are projected to accelerate at a 9.95% CAGR to 2031.
* By end user, adults captured 85.14% sales in 2025, whereas the kids segment is expected to expand at 8.95% CAGR over the forecast period.
* By distribution channel, supermarkets and hypermarkets held 43.68% share in 2025, yet online retail is set to register the quickest growth at 9.56% CAGR to 2031.
* By geography, Europe accounted for 36.89% of 2025 revenue; Asia-Pacific is on track for the fastest 8.74% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Electric Toothbrush Market*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Increasing Consumer Awareness of Oral Hygiene	+1.2%	Global, with accelerated gains in Asia-Pacific and Latin America	Medium term (2-4 years)
Technological Advancements in Product Design and Functionality	+1.5%	North America & Europe lead adoption; Asia-Pacific follows with localized innovation	Short term (≤ 2 years)
Rising Prevalence of Dental Diseases	+1.0%	Global, concentrated in aging populations (Europe, Japan) and high-sugar-diet regions	Long term (≥ 4 years)
Growing Demand for Eco-friendly and Rechargeable Products	+0.9%	Europe (driven by EU Battery Regulation), North America, Australia	Medium term (2-4 years)
Favorable Government Initiatives on Oral Hygiene	+0.7%	Emerging markets (India, Brazil, Southeast Asia) with national dental health programs	Long term (≥ 4 years)
Aggressive Marketing and Advertising by Brands	+0.8%	Global, with highest intensity in North America, Europe, and urban Asia-Pacific	Short term (≤ 2 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

In the electric toothbrush market, established consumer goods giants compete intensely with emerging direct-to-consumer startups. Traditional leaders such as Procter & Gamble, Colgate-Palmolive, and Philips sustain their dominance by capitalizing on robust research capabilities, expansive global distribution networks, and clinically validated product offerings. On the other hand, newer entrants like Quip, Burst, and Suri have successfully established their presence by addressing specific consumer demands through subscription-based models, innovative product designs, and a strong focus on environmental sustainability.

The competitive landscape is increasingly driven by advancements in technology, with companies heavily investing in features such as smart connectivity, artificial intelligence, and personalized user experiences. These technological innovations are transforming electric toothbrushes from basic oral care devices into sophisticated health monitoring tools, reflecting the market's progression beyond traditional functionalities and meeting the growing consumer demand for integrated health solutions.

Recent developments in the market highlight a continuous focus on innovation in both product design and material selection. For example, in January 2024, Laifen introduced its Wave Electric Toothbrush at CES 2024. This product features a handle crafted from high-quality materials, including aluminum, stainless steel, and ABS plastic, showcasing the industry's commitment to durability, premium aesthetics, and enhanced user experience in product development.

Electric Toothbrush Industry Leaders* Colgate-Palmolive Company

* Koninklijke Philips N.V.

* FOREO AB

* Church and Dwight Co., Inc.

* Procter and Gamble Company

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the electric toothbrush market covers powered toothbrush handles and their replacement brush heads, counted in value terms at retail sell-out prices across major geographies.

Scope exclusions: We exclude manual toothbrushes, oral irrigators, denture cleaners, and standalone oral-care apps that are sold without a physical brush.

Segmentation Container

* By Product Form* Electric
* Battery-Powered
* Replacement Brush Heads

* By Brushing Technology* Oscillating/Rotating
* Sonic/Ultrasonic

* By End User* Adults
* Kids

* By Distribution Channels* Supermarkets/Hypermarkets
* Convenience/Grocery Stores
* Pharmacies/Drug Stores
* Online Retail Stores

* Other Distribution Channels

* By Geography* North America* United States
* Mexico
* Canada
* Rest of North America

* Europe* United Kingdom
* Germany
* France
* Italy
* Spain
* Russia
* Netherlands
* Sweden
* Rest of Europe

* Asia-Pacific* Japan
* China
* India
* Australia
* Rest of Asia-Pacific

* South America* Brazil
* Argentina
* Chile
* Colombia
* Peru
* Rest of South America

* Middle East and Africa* United Arab Emirates
* South Africa
* Nigeria
* Saudi Arabia
* Egypt
* Morocco
* Turkey
* Rest of Middle East and Africa

Frequently Asked Questions

How large is the electric toothbrush market in 2026?

It stands at USD 6.75 billion and is tracking toward USD 9.85 billion by 2031 at a 7.25% CAGR.

Which brushing technology is growing fastest?

Sonic and ultrasonic models are advancing at 9.95% CAGR on the strength of high-frequency fluid-dynamics cleaning.

What share do rechargeable devices hold?

Rechargeable handles accounted for 82.14% of 2025 sales and continue to anchor revenue as battery regulations favor the format.

Which region will outpace others to 2031?

Asia-Pacific is projected to expand at 8.74% CAGR, boosted by rising incomes in China and India.