

# Market Share Analysis of Major Global and Chinese Manufacturers

## 1.1 Global Market: Sales Volume of Water Flossers by Major Manufacturers (2021 – 2026)

**Table 1:** Global Market: Sales Volume of Water Flossers by Major Manufacturers (2021 – 2026) — (Units in Thousands)

Sales Volume	2021	2022	2023	2024	2025	2026
Waterpik Company	4,482	4,104	4,430	4,898	5,302	5,605
Panasonic Corporation	2,040	1,816	1,942	2,054	2,138	2,314
<b>Shenzhen Flycat</b>	<b>3,873</b>	<b>2,545</b>	<b>1,967</b>	<b>1,658</b>	<b>1,548</b>	<b>1,635</b>
Philips	1,287	1,246	1,332	1,332	1,391	1,457
Ruishengte Technology	1,627	1,184	993	782	703	740
P&G	632	2,490	2,318	2,238	2,139	2,266
H2Ofloss	720	521	392	330	303	320
Conair	213	149	111	101	100	108
Candeon Technologies	187	146	119	110	107	116
Jetpik	91	88	86	92	97	100
Hydro Floss	50	47	47	48	51	54
Aquapick	32	32	31	32	33	35
Bixdo	288	467	515	448	432	458
usmile	294	344	388	485	526	582
Soocas	2,732	1,909	1,478	1,229	1,252	1,339
Others	3,647	3,580	3,500	3,532	3,646	3,937
Sum	22,195	20,668	19,649	19,369	19,768	21,066

Source: QYResearch 2026

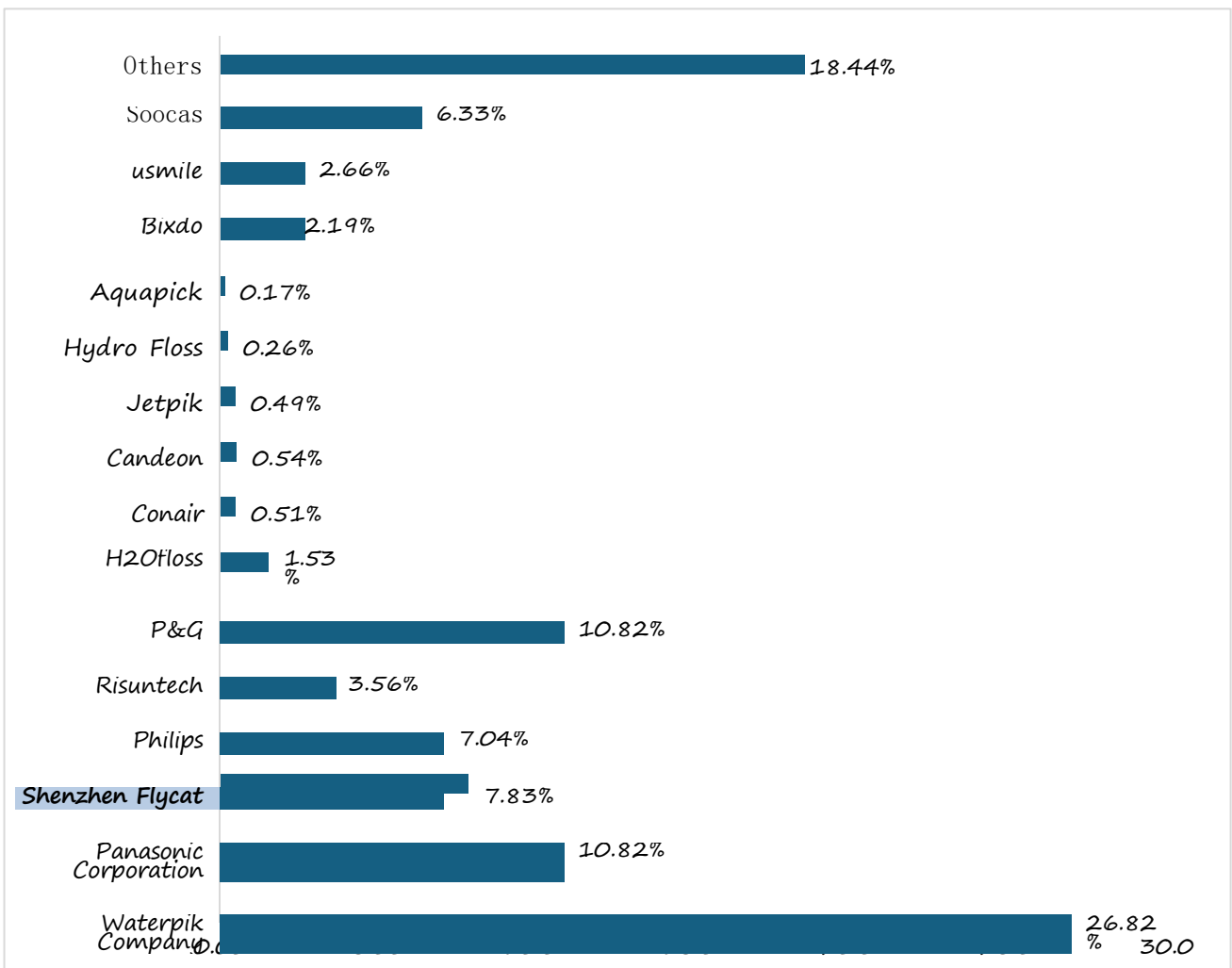
**Table 2:** Global Market Sales Volume and Market Share of Leading Water Flosser Manufacturers (2021 – 2026)

Market share	2021	2022	2023	2024	2025	2026
Waterpik Company	20.19%	19.86%	22.55%	25.29%	26.82%	26.61%
Panasonic Corporation	9.19%	8.79%	9.88%	10.60%	10.82%	10.98%
<b>Shenzhen Flycat</b>	<b>17.45%</b>	<b>12.31%</b>	<b>10.01%</b>	<b>8.56%</b>	<b>7.83%</b>	<b>7.76%</b>
Philips	5.80%	6.03%	6.78%	6.88%	7.04%	6.92%
Ruishengte Technology	7.33%	5.73%	5.05%	4.04%	3.56%	3.51%
P&G	2.85%	12.05%	11.80%	11.55%	10.82%	10.76%
H2Ofloss	3.24%	2.52%	2.00%	1.70%	1.53%	1.52%

Conair	0.96%	0.72%	0.56%	0.52%	0.51%	0.51%
Candeon	0.84%	0.71%	0.61%	0.57%	0.54%	0.55%
Jetpik	0.41%	0.43%	0.44%	0.47%	0.49%	0.47%
Hydro Floss	0.23%	0.23%	0.24%	0.25%	0.26%	0.26%
Aquapick	0.14%	0.15%	0.16%	0.17%	0.17%	0.17%
Bixdo	1.30%	2.26%	2.62%	2.31%	2.19%	2.17%
usmile	1.32%	1.66%	1.97%	2.50%	2.66%	2.76%
Soocas	12.31%	9.24%	7.52%	6.35%	6.33%	6.36%
Others	16.43%	17.32%	17.81%	18.24%	18.44%	18.69%
Sum	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: QYResearch 2026

**Figure 1: 2025 Global Market Share of Water Flosser Sales by Leading Manufacturers**



Source: QYResearch 2026

### 1.1.1 Global Market: Sales Revenue of Water Flossers by Major Manufacturers (2021 - 2026)

**Table 3:** Global Market: Leading Manufacturers' Water Flosser Sales Revenue (2021 - 2026) (US\$ Millions)

Revenue	2021	2022	2023	2024	2025	2026
Waterpik Company	224.11	192.47	202.02	216.47	228.53	237.08
Panasonic Corporation	83.22	70.29	73.02	76.20	77.40	81.92
<b>Shenzhen Flycat</b>	<b>114.64</b>	<b>72.27</b>	<b>54.09</b>	<b>44.59</b>	<b>40.72</b>	<b>42.01</b>
Philips	54.83	51.22	53.03	51.68	52.72	54.36
Risuntech	41.48	28.77	23.44	17.82	15.74	16.21
P&G	27.54	102.59	91.81	86.60	81.27	84.75
H2Ofloss	18.06	12.61	9.37	7.73	6.94	7.17
Conair	7.95	5.47	4.04	3.60	3.48	3.68
Candeon	4.53	3.38	2.69	2.46	2.33	2.47
Jetpik	2.85	2.65	2.56	2.64	2.75	2.79
Hydro Floss	2.28	2.10	2.07	2.11	2.18	2.27
Aquapick	2.06	1.92	1.89	1.94	1.97	2.01
Bixdo	8.10	12.99	13.97	11.86	11.23	11.68
usmile	8.54	9.87	10.91	13.48	14.25	15.47
Sococas	55.74	37.60	27.50	22.49	23.42	25.58
Others	121.09	113.12	108.49	107.01	107.93	113.78
Sum	777.02	719.32	680.90	668.68	672.86	703.23

Source: QYResearch 2026

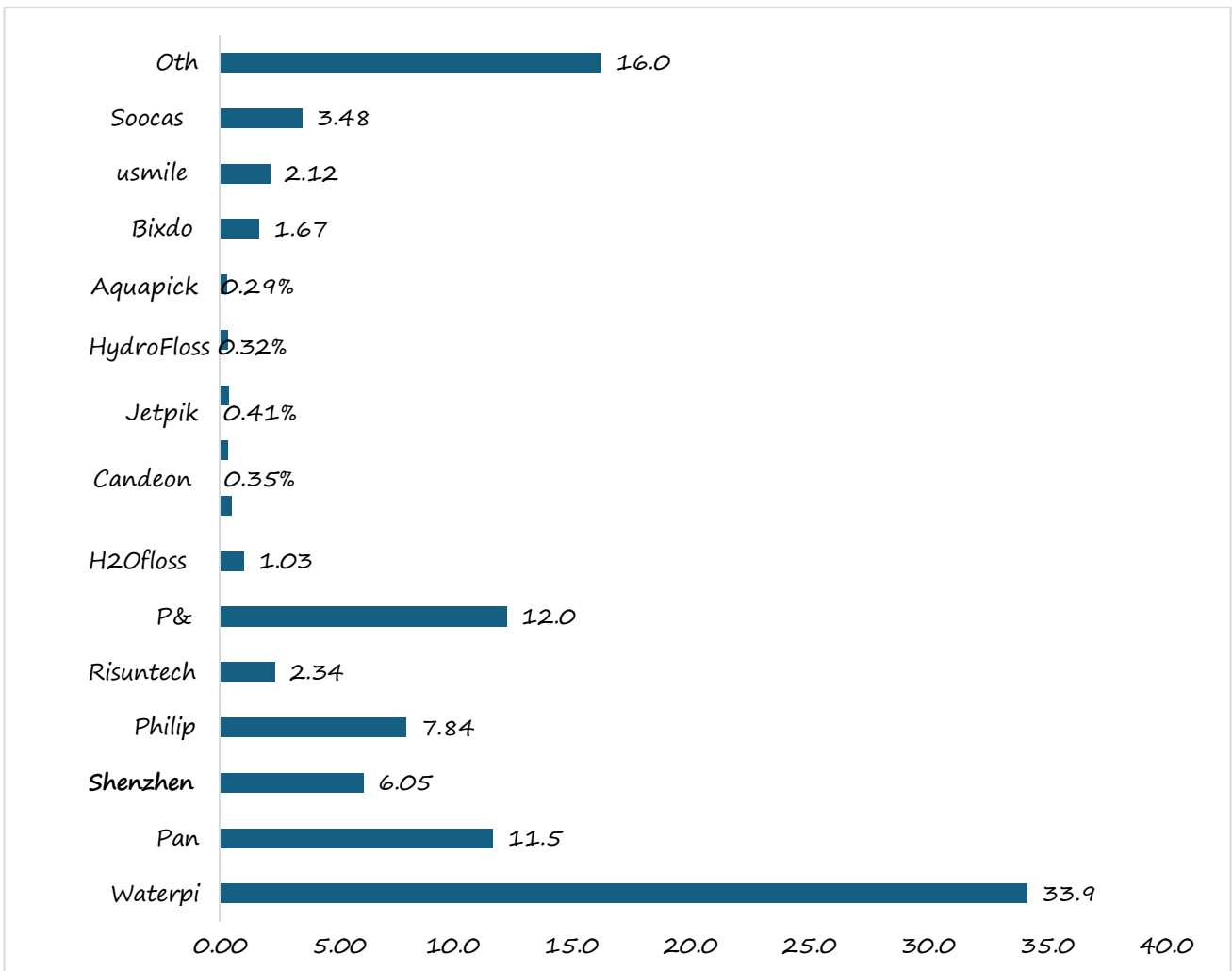
**Table 4:** Global Market: Leading Manufacturers' Water Flosser Sales Revenue and Market Share (2021 - 2026)

Market share	2021	2022	2023	2024	2025	2026
Waterpik Company	28.84%	26.76%	29.67%	32.37%	33.96%	33.71%
Panasonic Corporation	10.71%	9.77%	10.72%	11.40%	11.50%	11.65%
<b>Shenzhen Flycat</b>	<b>14.75%</b>	<b>10.05%</b>	<b>7.94%</b>	<b>6.67%</b>	<b>6.05%</b>	<b>5.97%</b>
Philips	7.06%	7.12%	7.79%	7.73%	7.84%	7.73%
Risuntech	5.34%	4.00%	3.44%	2.66%	2.34%	2.31%
P&G	3.54%	14.26%	13.48%	12.95%	12.08%	12.05%
H2Ofloss	2.32%	1.75%	1.38%	1.16%	1.03%	1.02%
Conair	1.02%	0.76%	0.59%	0.54%	0.52%	0.52%
Candeon	0.58%	0.47%	0.40%	0.37%	0.35%	0.35%
Jetpik	0.37%	0.37%	0.38%	0.39%	0.41%	0.40%
Hydro Floss	0.29%	0.29%	0.30%	0.32%	0.32%	0.32%

Aquapick	0.27%	0.27%	0.28%	0.29%	0.29%	0.29%
Bixdo	1.04%	1.81%	2.05%	1.77%	1.67%	1.66%
usmile	1.10%	1.37%	1.60%	2.02%	2.12%	2.20%
Soocas	7.17%	5.23%	4.04%	3.36%	3.48%	3.64%
Others	15.58%	15.73%	15.93%	16.00%	16.04%	16.18%
Sum	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: QYResearch 2026

**Figure 2: 2025 Global Market Revenue and Market Share of Leading Water Flosser Manufacturers**



Source: QYResearch 2026

### 1.1.2 Sales Prices of Water Flossers by Major Global Market Manufacturers (2021 - 2026)

**Table 5: Global Market: Key Manufacturers' Selling Prices for Water Flossers (2021 - 2026) — (USD/Unit)**

Price	2021	2022	2023	2024	2025	2026
Waterpik Company	50.0	46.9	45.6	44.2	43.1	42.3
Panasonic Corporation	40.8	38.7	37.6	37.1	36.2	35.4

<b>Shenzhen Flycat</b>	<b>29.6</b>	<b>28.4</b>	<b>27.5</b>	<b>26.9</b>	<b>26.3</b>	<b>25.7</b>
Philips	42.6	41.1	39.8	38.8	37.9	37.3
Risuntech	25.5	24.3	23.6	22.8	22.4	21.9
P&G	43.6	41.2	39.6	38.7	38.0	37.4
H2Ofloss	25.1	24.2	23.9	23.4	22.9	22.4
Conair	37.3	36.7	36.4	35.6	34.9	34.2
Candeon	24.2	23.1	22.7	22.3	21.8	21.3
Jetpik	31.2	30.1	29.6	28.8	28.3	27.8
Hydro Floss	45.7	45.0	44.4	43.9	42.8	42.0
Aquapick	63.5	60.7	60.2	60.0	58.9	57.6
Bixdo	28.1	27.8	27.1	26.5	26.0	25.5
usmile	29.0	28.7	28.1	27.8	27.1	26.6
Soocas	20.4	19.7	18.6	18.3	18.7	19.1
Others	33.2	31.6	31.0	30.3	29.6	28.9
平均价格	35.0	34.8	34.7	34.5	34.0	33.4

Source: QYResearch 2026

### 1.1.32025 Global Revenue Ranking of Major Water Flosser Manufacturers

**Table 6:** 2025 Global Revenue Ranking of Major Water Flosser Manufacturers (USD Million)

Rank	Company Name	2025 Revenue(USD Million)	Market Share
1	Waterpik Company	228.53	33.96%
2	P&G	81.27	12.08%
3	Panasonic Corporation	77.40	11.50%
4	Philips	52.72	7.84%
<b>5</b>	<b>Shenzhen Flycat</b>	<b>40.72</b>	<b>6.05%</b>
6	Soocas	23.42	3.48%
7	Risuntech	15.74	2.34%
8	usmile	14.25	2.12%
9	Bixdo	11.23	1.67%
10	H2Ofloss	6.94	1.03%
11	Conair	3.48	0.52%
12	Jetpik	2.75	0.41%
13	Candeon	2.33	0.35%
14	Hydro Floss	2.18	0.32%
15	Aquapick	1.97	0.29%

Others	107.93	16.04%
Sum	672.86	100.00%

Source: QYResearch 2026

## 1.2 Sales Volume of Major Water Flosser Manufacturers in China Market (2021–2026)

### 1.2.1 Sales Volume of Major Water Flosser Manufacturers in China Market (2021–2026)

**Table 7:** Sales Volume of Major Water Flosser Manufacturers in China, 2021–2026 (1000 Units)

	2021	2022	2023	2024	2025	2026
Waterpik Company	543	315	168	202	197	211
Panasonic Corporation	493	359	183	166	165	179
<b>Shenzhen Flycat</b>	<b>392</b>	<b>298</b>	<b>219</b>	<b>189</b>	<b>174</b>	<b>188</b>
Philips	122	64	33	30	30	32
Risuntech	422	259	191	148	134	141
P&G	21	15	11	11	10	11
H2Ofloss	129	86	64	54	50	53
Candeon	37	27	20	18	18	18
Bixdo	288	467	515	448	432	458
usmile	294	344	388	485	526	582
Soocas	2,732	1,909	1,478	1,229	1,252	1,339
Others	752	786	587	501	472	491
Sum	6,224	4,929	3,857	3,481	3,459	3,703

Source: QYResearch 2026

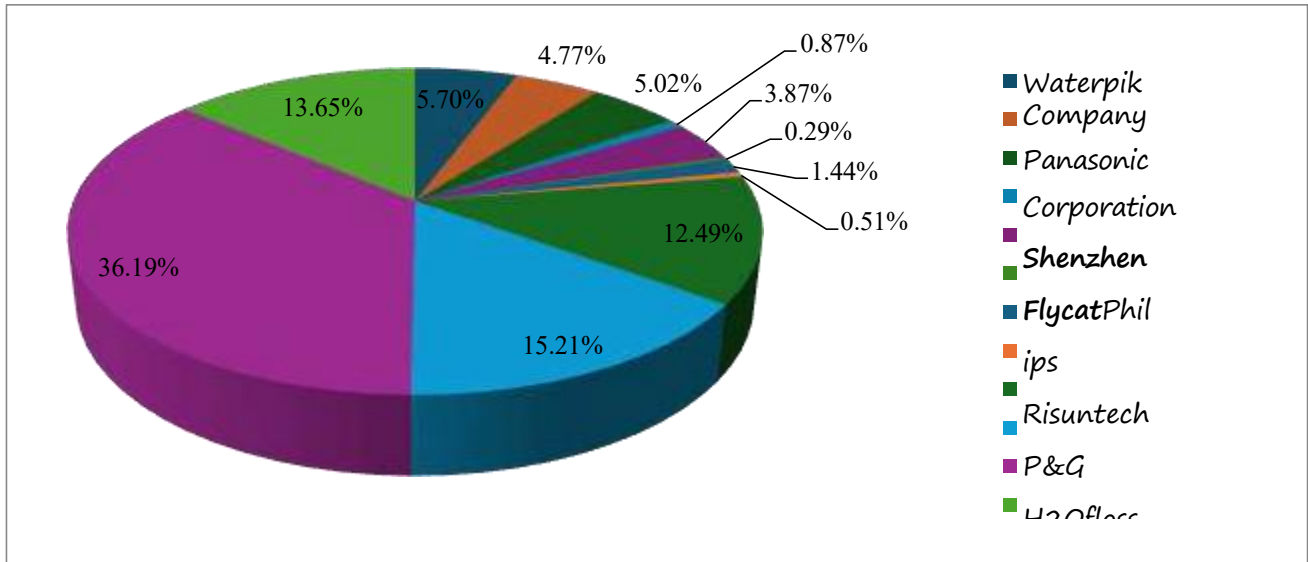
**Table 8:** Market Share of Major Water Flosser Manufacturers in China (2021–2026)

	2021	2022	2023	2024	2025	2026
Waterpik Company	8.72%	6.38%	4.35%	5.81%	5.70%	5.71%
Panasonic Corporation	7.91%	7.29%	4.75%	4.78%	4.77%	4.85%
<b>Shenzhen Flycat</b>	<b>6.30%</b>	<b>6.04%</b>	<b>5.68%</b>	<b>5.43%</b>	<b>5.02%</b>	<b>5.06%</b>
Philips	1.95%	1.31%	0.85%	0.87%	0.87%	0.85%
Risuntech	6.79%	5.26%	4.96%	4.24%	3.87%	3.81%
P&G	0.33%	0.30%	0.29%	0.31%	0.29%	0.28%
H2Ofloss	2.07%	1.75%	1.65%	1.55%	1.44%	1.42%
Candeon	0.59%	0.54%	0.53%	0.52%	0.51%	0.50%
Bixdo	4.63%	9.47%	13.35%	12.87%	12.49%	12.37%

usmile	4.72%	6.98%	10.06%	13.93%	15.21%	15.72%
Soocas	43.90%	38.73%	38.32%	35.31%	36.19%	36.16%
Others	12.09%	15.95%	15.22%	14.39%	13.65%	13.27%
Sum	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: QYResearch 2026

**Figure 3: 2025 Market Share & Sales Volume of Major Water Flosser Manufacturers in China**



Source: QYResearch 2026

### 1.2.2 Revenue of Major Water Flosser Manufacturers in China (2021–2026)

**Table 9:** Revenue of Major Water Flosser Manufacturers in China (2021–2026) (USD Million)

	2021	2022	2023	2024	2025	2026
Waterpik Company	18.24	10.33	5.39	6.37	6.05	6.36
Panasonic Corporation	14.48	10.40	5.20	4.64	4.50	4.79
<b>Shenzhen Flycat</b>	<b>11.60</b>	<b>8.47</b>	<b>6.02</b>	<b>5.08</b>	<b>4.57</b>	<b>4.80</b>
Philips	4.01	2.05	1.03	0.94	0.91	0.93
Risuntech	10.73	6.72	4.80	3.66	3.24	3.33
P&G	0.81	0.56	0.40	0.37	0.34	0.35
H2Ofloss	3.21	2.07	1.46	1.20	1.08	1.12
Candean	0.82	0.58	0.42	0.37	0.35	0.36
Bixdo	8.10	12.99	13.97	11.86	11.23	11.68
usmile	8.54	9.87	10.91	13.48	14.25	15.47
Soocas	55.74	37.60	27.50	22.49	23.42	25.58
Others	19.32	19.61	14.31	12.13	11.25	11.89

Sum	155.60	121.25	91.41	82.59	81.19	86.66
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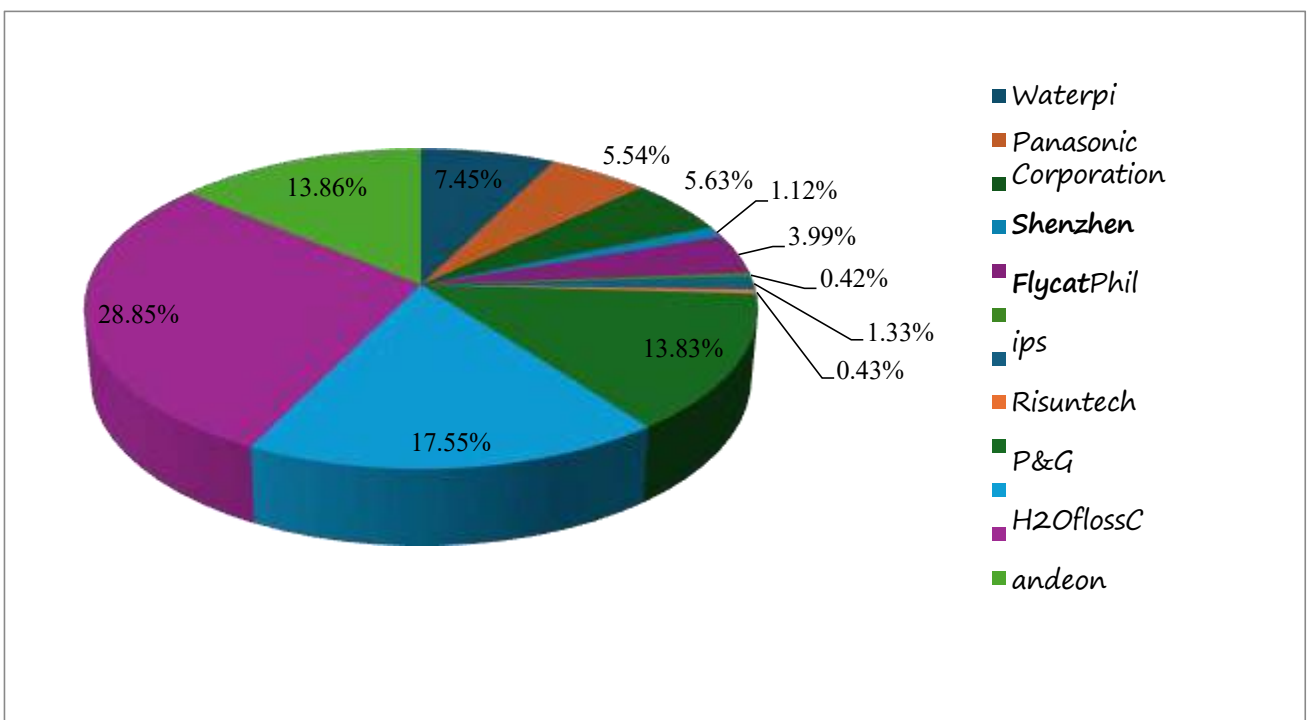
Source: QYResearch 2026

**Table 10:** Revenue & Market Share of Major Water Flosser Manufacturers in China (2021–2026)

	2021	2022	2023	2024	2025	2026
Waterpik Company	11.72%	8.52%	5.90%	7.71%	7.45%	7.34%
Panasonic Corporation	9.31%	8.58%	5.69%	5.62%	5.54%	5.53%
<b>Shenzhen Flycat</b>	<b>7.46%</b>	<b>6.99%</b>	<b>6.59%</b>	<b>6.15%</b>	<b>5.63%</b>	<b>5.54%</b>
Philips	2.58%	1.69%	1.13%	1.14%	1.12%	1.07%
Risuntech	6.90%	5.54%	5.25%	4.43%	3.99%	3.84%
P&G	0.52%	0.46%	0.44%	0.45%	0.42%	0.40%
H2Ofloss	2.06%	1.71%	1.60%	1.45%	1.33%	1.29%
Candeon	0.53%	0.48%	0.46%	0.45%	0.43%	0.42%
Bixdo	5.21%	10.71%	15.28%	14.36%	13.83%	13.48%
usmile	5.49%	8.14%	11.94%	16.32%	17.55%	17.85%
Soocas	35.82%	31.01%	30.08%	27.23%	28.85%	29.52%
Others	12.42%	16.17%	15.65%	14.69%	13.86%	13.72%
Sum	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: QYResearch 2026

**Figure 4:** 2025 Revenue & Market Share of Major Water Flosser Manufacturers in China



Source: QYResearch 2026

### 1.2.3 2025 Revenue Ranking of Major Chinese Water Flosser Manufacturers

**Table 11:** 2025 Revenue Ranking of Major Chinese Water Flosser Manufacturers (USD Million)

Rank	Company Name	2025 Revenue (USD Million)	Market Share
1	Soocas	23.42	28.85%
2	usmile	14.25	17.55%
3	Bixdo	11.23	13.83%
4	Waterpik Company	6.05	7.45%
<b>5</b>	<b>Shenzhen Flycat</b>	<b>4.57</b>	<b>5.63%</b>
6	Panasonic Corporation	4.50	5.54%
7	Risuntech	3.24	3.99%
8	H2Ofloss	1.08	1.33%
9	Philips	0.91	1.12%
10	Candeon	0.35	0.43%
11	P&G	0.34	0.42%
	Others	11.25	13.86%
	Sum	81.19	100.00%

Source: QYResearch 2026

### 1.2.4 Selling Prices of Major Water Flosser Manufacturers in China (2021–2026)

**Table 12:** Selling Prices of Major Water Flosser Manufacturers in China (2021–2026, USD/Unit)

	2021	2022	2023	2024	2025	2026
Waterpik Company	33.6	32.8	32.1	31.5	30.7	30.1
Panasonic Corporation	29.4	28.9	28.4	27.9	27.3	26.7
<b>Shenzhen Flycat</b>	<b>29.6</b>	<b>28.4</b>	<b>27.5</b>	<b>26.9</b>	<b>26.3</b>	<b>25.6</b>
Philips	33.0	31.8	31.3	30.9	30.3	29.5
Risuntech	25.4	25.9	25.1	24.8	24.2	23.6
P&G	39.1	37.7	36.1	34.8	34.1	33.3
H2Ofloss	24.9	24.0	22.9	22.3	21.7	21.3
Candeon	22.4	21.6	20.5	20.4	19.9	19.6
Bixdo	28.1	27.8	27.1	26.5	26.0	25.5
usmile	29.0	28.7	28.1	27.8	27.1	26.6
Soocas	20.4	19.7	18.6	18.3	18.7	19.1
Others	25.7	24.9	24.4	24.2	23.8	24.2
Sum	25.0	24.6	23.7	23.7	23.5	23.4

Source: QYResearch 2026

### 1.3 Headquarters & Manufacturing Locations of Major Global Water Flosser Manufacturers

**Table 13:** Headquarters & Production Base Distribution of Major Global Water Flosser Manufacturers

Company Name	Headquarters	Place of Origin Distribution
Waterpik Company	USA	China and Others
Panasonic Corporation	Japan	China and Others
<b>Shenzhen Flycat</b>	<b>China</b>	<b>China</b>
Philips	Netherlands	China and Others
Risuntech	China	China
P&G	USA	China and Others
H2Ofloss	China	China
Conair	USA	China
Candeon	China	China
Jetpik	USA	USA
Hydro Floss	USA	USA
Aquapick	New Zealand	New Zealand
Bixdo	China	China
usmile	China	China
Socas	China	China

Source: QYResearch 2026

### 1.4 Establishment dates of major global manufacturers and their toothwashers

**Table 14:** Establishment dates of major global manufacturers and their water flosser

Company Name	Founded date
Waterpik Company	1962
Panasonic Corporation	1918
<b>Shenzhen Flycat</b>	<b>2008</b>
Philips	1891
Risuntech	2006
P&G	1950
H2Ofloss	2010
Conair	1959
Candeon	2007
Jetpik	1983

Hydro Floss	1990
Aquapick	2004
Bixdo	2018
usmile	2015
Soocas	2015

Source: QYResearch 2026

## 1.5 Water Flosser Product Types from Major Global Manufacturers

**Table 15:** Water Flosser Product Types of Major Global Manufacturers

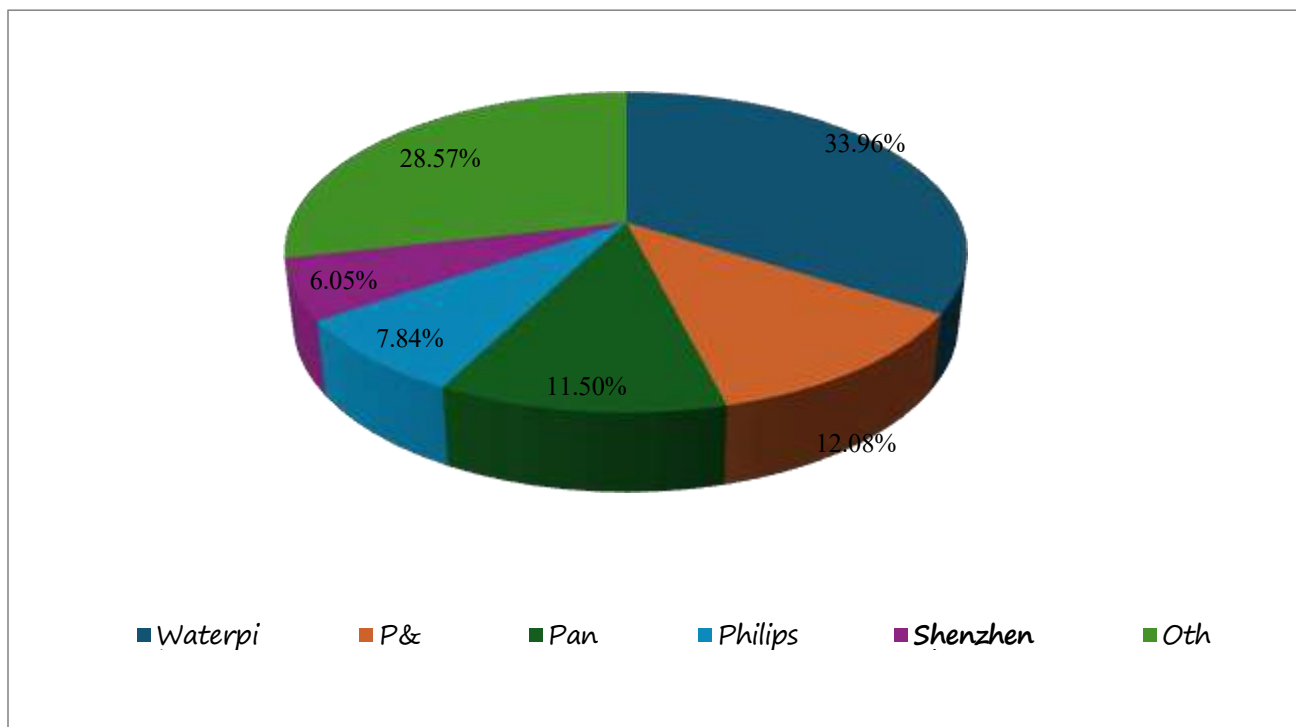
Company Name	Product Types
Waterpik Company	Countertop Water Flosser, Portable Water Flosser
Panasonic Corporation	Countertop Water Flosser, Portable Water Flosser
<b>Shenzhen Flycat</b>	<b>Countertop Water Flosser, Portable Water Flosser</b>
Philips	Countertop Water Flosser, Portable Water Flosser
Risuntech	Countertop Water Flosser, Portable Water Flosser
P&G	Countertop Water Flosser, Portable Water Flosser
H2Ofloss	Countertop Water Flosser, Portable Water Flosser
Conair	Countertop Water Flosser, Portable Water Flosser
Candeon	Countertop Water Flosser, Portable Water Flosser
Jetpik	Countertop Water Flosser, Portable Water Flosser
Hydro Floss	Countertop Water Flosser
Aquapick	Countertop Water Flosser, Portable Water Flosser
Bixdo	Countertop Water Flosser, Portable Water Flosser
usmile	Countertop Water Flosser, Portable Water Flosser
Soocas	Countertop Water Flosser, Portable Water Flosser

Source: QYResearch 2026

## 1.6 Analysis of Market Concentration and Competitive Landscape in the Water Flosser Industry.

### 1.6.1 Analysis of Water Flosser Industry Concentration: Global Top 5 Manufacturers' Market Share in 2025

**Figure 5:** 2025 Market Share of the World's Top 5 Water Flosser Manufacturers



Source: QYResearch 2026

### 1.6.2 Global Water Flosser Manufacturers (Brands) by Tier

Based on companies' revenue from water flosser business in 2025, this paper classifies enterprises into three tiers:

First-tier manufacturers: water flosser revenue exceeds 70 million US dollars.

Second-tier manufacturers: Water flosser revenue ranges between 5 million and 70 million US dollars.

Third-tier manufacturers: Water flosser revenue is less than 5 million US dollars.

**Table 16:** 2025 Market Position of Key Global Water Flosser Manufacturers by Tier

Company Name	2025 Revenue (Million USD)	Market Position
Waterpik Company	228.53	First tier
P&G	81.27	First tier
Panasonic Corporation	77.40	First tier
Philips	52.72	Second tier

<b>Shenzhen Flycat</b>	<b>40.72</b>	<b>Second tier</b>
Socas	23.42	Second tier
Risuntech	15.74	Second tier
usmile	14.25	Second tier
Bixdo	11.23	Second tier
H20floss	6.94	Second tier
Conair	3.48	Third tier
Jetpik	2.75	Third tier
Candeon	2.33	Third tier
Hydro Floss	2.18	Third tier
Aquapick	1.97	Third tier

Source: QYResearch 2026