

Oral Healthcare - UK - June 2013

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"With the growth of the oldest and youngest demographics predicted, this offers opportunities for more tailored product offerings. Own-label remains competitive in this market; however, branded products should show the added benefits of better technology and innovation both to the dentist and the consumer."

– Roshida Khanom, OTC and Personal Care Analyst

In this report we answer the key questions:

- Which age demographics are likely to contribute the most to growth?
- What role does the dentist have in this market?
- What have been some interesting innovations in 2012 and 2013?
- How is own-label performing in this segment?
- What is more important, appearance or hygiene benefits?

The oral healthcare category (made up of toothbrushes, toothpaste, mouthwash, denture products and dental ancillaries) has seen fluctuation historically, but grew by 4% in 2012 and is predicted to witness continued growth. It is currently worth almost £1 billion. Product launches in the category in 2012 have been focused on line extensions, relaunches and packaging changes with little in the way of new product innovation. Consumers show high involvement in the category, driven by health and hygiene but also appearance motivations. Attitudes vary by demographic and this can be used to target communication for age-appropriate brands or products effectively. The market has seen much in communication to professionals (ie dentists) and although the cost of visiting the dentist has gone up, the role of the dentist is likely to remain important in product recommendations.

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