

## Oral Care - US - June 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"In a category with slow but steady sales growth and high penetration, factors such as brand, benefits, and costs have the greatest influence in purchase decisions. To maximize growth potential, stakeholders should leverage a need for sensitivity products, products offering a variety of benefits, and natural positioning."

- Jana Vyleta, Health & Personal Care Analyst

This report looks at the following areas:

- Consumers want multiple benefits while seeking value
- Consumers prefer to stick with what they know

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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