

## Oral Hygiene - China - March 2019

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“The premiumisation trend continues to influence the oral hygiene market with consumers’ awareness of oral health in terms of both product usage and knowledge accumulation sides. Electric oral care products not only bring more advanced functional results, but also an association with better life quality.”  
– Vicky Zhou, Research Analyst

### This report looks at the following areas:

The oral hygiene market maintained stable growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 7.6% over 2018-23. The growth of the mouthwash and ancillaries segments surpassed the total market. Increasing willingness to consume non-basic products, and encouragement from the macro environment and the development of dental institutions are contributing to the market’s growth. The competitive landscape remained stable from 2017 and brands are continuing to drive innovation in both products and marketing campaigns.

Electric products have experienced remarkable uptake in 2018. The main motivation of using an electric toothbrush is not only for the more effective results but also for emotional comfort. Most consumers have established the habits of cleaning their mouth after meals, which brings with it the opportunity for portable oral care products and more usage occasions.

- **How to seize the trend of premiumisation?**
- **Are Chinese consumers ready for electric toothbrushes?**
- **Opportunity for TCM toothpaste**

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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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