

## Oral Care - UK - July 2019

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“Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer routines by drawing parallels between oral care and beauty.”  
– **Arpita Sharma, Global Household Analyst**

This report looks at the following areas:

- Positioning oral hygiene as part of holistic wellness and beauty regime
- Stepping up to Go Green towards a sustainable environment

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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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## Table of Contents

### Overview

- What you need to know
- Products covered in this Report
- Excluded

### Executive Summary

- The market
  - Market weakens further, mouthwash impacted most
    - Figure 1: UK retail value sales of the oral care market, 2014-24
  - Mouthwash experiences a heavy decline
    - Figure 2: UK retail value sales of oral care products, by segment, 2017 and 2018
  - Companies and brands
    - Colgate continues to enjoy trusted brand status
      - Figure 3: Retail value sales of toothpaste, % share by brand, year ending May 2019
    - Humble benefits from the sustainability trend
      - Figure 4: Retail value sales of toothbrushes, % share by brand, year ending May 2019
    - A widespread decline in the mouthwash segment
      - Figure 5: Retail value sales of mouthwash, % share by brand, year ending May 2019
    - TePe loses market share in dental accessories segment
      - Figure 6: Retail value sales of dental accessories, % share by brand, year ending May 2019
    - Fixodent maintains market leader position
      - Figure 7: Retail value sales of denture products, % share by brand, year ending May 2019
  - Overall decline in NPD in 2018
    - Figure 8: New launches by subcategory within oral care, January 2015-April 2018
- The consumer
  - Increasing interest in electric toothbrushes
    - Figure 9: Usage of toothbrushes, May 2018 and May 2019
  - Mouthwash faces a sharp decline
    - Figure 10: Usage of other oral care products in past three months, 2017, 2018, 2019
  - Perfect brushing for perfect teeth
    - Figure 11: Frequency of oral care activities, May 2019
  - Enhanced functionality of toothpaste influences perceptions
    - Figure 12: Correspondence analysis of words or phrases associated with oral care products, May 2019
  - Gum care and breath-freshening are key factors for toothpaste
    - Figure 13: Purchase factors for toothpaste, May 2019
  - Rise in private dental visits
    - Figure 14: Dental visits in the last six months in 2017 and 2019, March 2017-May 2019
  - Inertia in oral care routines

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Figure 15: Oral care behaviours, May 2019

A need to communicate unique differences between brands

Figure 16: Attitudes towards oral care, May 2019

What we think

## Issues and Insights

Positioning oral hygiene as part of holistic wellness and beauty regime

The facts

The implications

Stepping up to Go Green towards a sustainable environment

The facts

The implications

## The Market – What You Need to Know

Market weakens further, mouthwash impacted most

Mouthwash experiences a heavy decline

Premium and specialist products may boost pharmacy channel

Oral health aligns with total health and wellbeing

## Market Size and Forecast

Market weakens further, mouthwash impacted most

Figure 17: UK retail value sales of oral care products, at current and constant prices, 2014-24

Further decline in sight with current market conditions

Figure 18: UK retail value sales of the oral care market, 2014-24

Forecast methodology

## Market Segmentation

Oral care endures harsh market conditions

Figure 19: UK retail value sales of oral care products, by segment, 2017 and 2018

Mouthwash experiences a heavy decline

## Channels to Market

Supermarkets contribute towards challenging market

Figure 20: Retail value sales of oral care products, by outlet type, 2017 and 2018

Premium and specialist products may boost pharmacy channel

Online set for further growth

## Market Drivers

Oral health aligns with total health and wellbeing

Lifestyle behaviours impacting on desire for breath-freshening claims

White and shiny and bright

Be a part of the circular economy

Significance of oral health in children needs to be promoted

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Figure 21: Percentage of child (18 or below) patients seen by 31 December of each year, 2013-18

Oral care brands can assist with war on sugar

Figure 22: Summary of progress of COS across categories – Comparison between the baseline and year: 2015 and 2017

### Companies and Brands – What You Need to Know

Colgate continues to enjoy trusted brand status

Humble benefits from the sustainability trend

Overall decline in NPD in 2018

Brands increase adspend to revive category

Oral-B scores highly across the board

### Market Share

Colgate continues to enjoy trusted brand status

Figure 23: Retail value sales of toothpaste, by brand, years ending March 2018 and March 2019

Humble benefits from the sustainability trend

Figure 24: Retail value sales of toothbrush, by brand, years ending March 2018 and March 2019

A widespread decline in the mouthwash segment

Figure 25: Retail value sales of mouthwash, by brand, years ending March 2018 and March 2019

TePe loses market share in dental accessories segment

Figure 26: Retail value sales of dental accessories, by brand, years ending March 2018 and March 2019

Fixodent maintains market leader position

Figure 27: Retail value sales of denture products, by brand, years ending March 2018 and March 2019

### Launch Activity and Innovation

Overall decline in NPD in 2018

Figure 28: New launches by subcategory within oral care, January 2015-April 2018

Figure 29: Johnson & Johnson's Listerine Go! Tabs launch, February 2019

Differentiation is key for toothbrush launches

Figure 30: Examples of toothbrush launches, 2018

Colgate-Palmolive most active in NPD

Figure 31: NPD in the UK oral care market, by top 10 ultimate companies and others, 2018

New products drive NPD

Figure 32: New launches in the UK oral care market, by launch type, January 2015-April 2019

Figure 33: Examples of new product launches in the oral care category, 2018

Harmonising consumer requirements with product on offer

Figure 34: Top 12 claims in the UK oral care market 2017-18

### Advertising and Marketing Activity

Brands increase adspend to revive category

Figure 35: Recorded above-the-line, online display and direct mail total advertising expenditure on oral care products, by product type, January 2015-April 2019

Ragged adspend across segments/products

Figure 36: Recorded above-the-line, online display and direct mail total advertising expenditure on oral care products\*, by leading companies, January 2017-April 2019

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Figure 37: Recorded above-the-line, online display and direct mail total advertising expenditure on oral care products\*, by top brands and other, 2018

**TV remains by far the most popular medium**

Figure 38: Recorded above-the-line, online display and direct mail total advertising expenditure on oral care products\*, by media type, 2018

**Colgate's effort towards a greener planet**

Figure 39: Products which can be recycled in Colgate Oral Care Recycling Programme

**National Smile Month promotes importance of good oral health**

Figure 40: National Smile Month is organised by Oral Health Foundation to promote good oral health

Nielsen Ad Intel coverage

### Brand Research

**Brand map**

Figure 41: Attitudes towards and usage of selected brands, June 2019

**Key brand metrics**

Figure 42: Key metrics for selected brands, June 2019

**Brand attitudes: Oral-B and Colgate are most likely to be trusted**

Figure 43: Attitudes, by brand, June 2019

**Brand personality: Oral-B is considered most accessible, Sensodyne and Corsodyl seen as boring**

Figure 44: Brand personality – macro image, June 2019

**Oral-B perceived as expert**

Figure 45: Brand personality – micro image, June 2019

**Brand analysis**

**Oral-B – the most likely to be recommended**

Figure 46: User profile of Oral-B, June 2019

**Colgate – synonymous with trust**

Figure 47: User profile of Colgate, June 2019

**Sensodyne – highest differentiator, Younger Millennials brand**

Figure 48: User profile of Sensodyne, June 2019

**Corsodyl – boring but an expert for health & wellness**

Figure 49: User profile of Corsodyl, June 2019

**Aquafresh – high awareness, value for money**

Figure 50: User profile of Aquafresh, June 2019

**Georganics – the ethical brand yet to boom**

Figure 51: Examples of NPD from Georganics, 2018-19

Figure 52: User profile of Georganics, June 2019

### The Consumer – What You Need to Know

Increasing interest in electric toothbrushes

Mouthwash faces a sharp decline

Perfect brushing for perfect teeth

Enhanced functionality of toothpaste influences perceptions

Gum care and breath-freshening are key factors for toothpaste

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Rise in private dental visits

Inertia in oral care routines

A need to communicate unique differences between brands

### Usage of Oral Care Products

Increasing interest in electric toothbrushes

Figure 53: Usage of toothbrushes in past three months, 2017, 2018, 2019

Consumers need convincing of smart benefits

Figure 54: Colgate Magik Toothbrushing Kit, January 2019

Mouthwash faces a sharp decline

Figure 55: Usage of other oral care products in past three months, 2017, 2018, 2019

Increase in interest in electrical water flossers

### Frequency of Oral Care Activities

Perfect brushing for perfect teeth

Figure 56: Frequency of oral care activities, May 2019

Teeth whitening kits frequently used

### Perceptions of Oral Care Products

Enhanced functionality of toothpaste influences perceptions

Figure 57: Correspondence analysis of words or phrases associated with oral care products, May 2019

On-the-go could be a route to success for mouthwash and floss

A need to reassert longer-term benefits of flossing

Figure 58: Words or phrases associated with oral care products, May 2019

### Important Factors when Buying Toothpaste

Gum care and breath-freshening top the list of purchase factors

Figure 59: Purchase factors for toothpaste, May 2019

### Dental Visits

We keep missing the dentist

Figure 60: Dental visits in the last six months, March 2017 and May 2019

Rise in private dental visits

### Oral Care Behaviours

Inertia in oral care routines

Figure 61: Oral care behaviours, May 2019

Linking to emotional wellbeing

Eco-friendly claim could be promoted to cash on global trends

### Attitudes towards Oral Care

Awareness and trust are building blocks for oral care brands

Figure 62: Attitudes towards oral care, May 2019

Electric toothbrushes enticing consumers

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## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Market Size and Forecast

Figure 63: Best- and worst-case forecast of UK value sales of toothbrush and toothpaste products, 2013-23

Figure 64: Best- and worst-case forecast of UK value sales of mouthwash products, 2013-23

Figure 65: Best- and worst-case forecast of UK value sales of dental accessories and denture products, 2013-23

Forecast methodology

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