

Oral Care - US - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children, and older consumers."

Margie Nanninga, Beauty and Personal Care

This report looks at the following areas:

- Slow growth due to high household penetration of oral care products
- Whitening kits face challenges
- Older consumers least likely to use oral care, but more likely to suffer oral care issues

Definition

For the purposes of this report, Mintel has defined the oral care market as follows:

- Toothpaste
- Manual and power toothbrushes
- Mouthwash and rinse
- Dental floss, dental accessories, and dental tools
- Bleaching/whitening kits

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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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