

## 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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Dental care expansion could benefit oral care products

### Market Factors

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Value, sensitivity, widespread benefits, and natural brands see growth

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Consumers will be the ultimate judge of “smart” oral care

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P&G holds steady amid growth in niche players

GSK hits the spot with sensitivity

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Addressing sensitivity

Widening benefits beyond just one

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Whitening vividly

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Single benefit products overshadowed by multipurpose

Unique flavors miss the mark

### What’s Next?

Fate of ‘smart’ oral care remains to be seen

Oral care continues to ride the beauty wave

### The Consumer – What You Need to Know

Consumers prefer toothpaste with benefits

Toothpaste, mouthwash more involved purchases than tools

Retailers shopped reflects importance of cost and convenience

Convenience, reactive, and value summarize shopping behaviors

Sensitivity sufferers are plenty, yet many don’t treat

Familiar innovations that address core routines have higher interest

### Product Usage and Routines

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