

Oral Health - US - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and oral health products and dental services
- Oral health products sustain growth amidst pandemic times
- The self-care evolution continues for oral care products
- Brands must maintain a sense of value through innovation

The oral care market remains steady as adults prioritize at-home routines. The COVID-19 pandemic caused many adults to spend more time within their homes and put added effort into simple, day-to-day rituals. Since last year, many adults report spending more time on their oral care routines, which has bolstered use of primary and secondary oral health products and US retail sales of the market as a whole. With greater investment from consumers, brands have the opportunity to innovate formulas and marketing strategies.



“The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines.”

- Andrea Wroble, Senior Research Analyst, Health and Wellness

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