

# Oral Care – China – March 2021

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## This report looks at the following areas:

- Changes in consumers' oral health concerns and usage of oral care products
- Reasons for using mouthwash
- Comparisons between manual toothbrush and electric toothbrush
- Factors associated with high-quality oral care products
- Consumer interest in ingredients used in oral care products

As an essential category, oral care is resilient to the COVID-19 outbreak and a positive growth trend in its value sales continued in 2020.

Chinese consumers are expanding their oral care routines beyond basic tooth brushing and using a broad variety of products to improve both oral health and the appearance of teeth. While toothbrush and toothpaste dominate category sales, mouthwash and ancillary products provide stronger growth over the past year.

Looking ahead, oral care needs to be tied more closely with health and beauty, and there's potential to leverage consumer interest in natural ingredients to renew new product development and marketing.



“The importance of oral care is not just about maintaining hygiene; it's a crucial part of people's health and beauty routines. For one thing, oral care products could be positioned more holistically in relation to health and expand their territories to treat more oral health issues; for another, the appearance of teeth has become as important as health, driving the growth of teeth whitening products.” – Alice Li, Associate Director

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## Table of Contents

### OVERVIEW

- Key issues covered in this report
- Definitions
- Sub-group definitions (by monthly personal income)

### EXECUTIVE SUMMARY

- **The market**
- **Market value increases as consumers expand routines**  
Figure 1: Best- and worst-case forecast of value sales of oral care products, China, 2015-25
- **Companies and brands**
- **Market leaders lost share as competition intensified**  
Figure 2: Leading manufacturers' share in value sales of oral care products, China, 2019 and 2020
- **The consumer**
- **A stronger need for teeth whitening**  
Figure 3: Oral health issues experienced in the last 12 months, 2020 vs 2021
- **Usage of electric toothbrush has been flat, while secondary products see growth**  
Figure 4: Oral care products using now, 2020 vs 2021
- **Consumers use mouthwash as part of daily routine**  
Figure 5: Reasons for using mouthwash, January 2021
- **Manual toothbrush needs to improve at cleaning efficiency and efficacy**  
Figure 6: Comparisons between manual toothbrush and electric toothbrush, January 2021
- **Functions, natural ingredients and certifications are key quality indicators**  
Figure 7: Factors associated with high-quality oral care products, January 2021
- **Consumers are open to ingredient innovation**  
Figure 8: Attitudes towards ingredients in oral care products, January 2021
- **What we think**

### ISSUES AND INSIGHTS

- **What's next for electric toothbrush?**  
Figure 9: Philips One by Sonicare electric toothbrush, China, 2021
- **What's next for mouthwash?**

### What's included

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Figure 10: Example of new mouthwash launches that treat specific oral health issues, global, 2020

Figure 11: Example of REGENERATE Enamel Science™ oral care regime

## THE MARKET – KEY TAKEAWAYS

- **Robust performance despite COVID-19**
- **Mouthwash and ancillaries show stronger growth**

## MARKET SIZE AND FORECAST

- **Oral care sees little impact from COVID-19 and continues to expand**

Figure 12: Value sales and yoy growth of oral care products, China, 2016–20

Figure 13: Best- and worst-case forecast of value sales of oral care products, China, 2015–25

## MARKET SEGMENTATION

- **Smaller segments are outperforming**

Figure 14: Segment value share of oral care products, China, 2016–20

## MARKET DRIVERS

- **The COVID-19 outbreak increases the demand for breath-freshening**
- **At-home oral care routines remain people's priority, rather than dental services**
- **The aging population provides opportunity**

## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **A more competitive market**
- **Blurring oral care with beauty**

## MARKET SHARE

- **Newcomers eating into market share of leading companies**

Figure 15: Leading manufacturers' share in value sales of oral care products, China, 2019 and 2020

## COMPETITIVE STRATEGIES

- **Leading brands expand into new territories**

Figure 16: Yunnan Baiyao anticavity mouthwash, China, 2020

Figure 17: Crest Pulsonic Slim 1100 toothbrush, China, 2020

- **New product development aligns with beauty trends**

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Figure 18: Examples of oral care products containing skincare ingredients, China, 2020

Figure 19: Examples of new oral care launches from Colgate and NYSCPS, China, 2021

## LAUNCH ACTIVITY AND INNOVATION

- Mouthwash segment sees increased new product launches**

Figure 20: New oral care launches, by segment, China, 2016-20

- On-the-go mouthwashes rise sharply in recent years**

Figure 21: Top 10 claims of new mouthwash launches, China, 2016-20

Figure 22: Examples of new on-the-go mouthwash launches, China, 2020

Figure 23: Moon Poppin' Breath Mints, US, 2020

- Whitening is an NPD focus in the toothpaste segment**

Figure 24: Top 10 claims of new toothpaste launches, China, 2016-20

Figure 25: Crest 3D White Crystal Diamond Whitelock Toothpaste, China, 2020

Figure 26: Darlie Star Shiny White Toothpaste and Strips, China, 2020

- For sensitive teeth/gums toothbrushes gain momentum**

Figure 27: Top 10 claims of new toothbrush launches, China, 2016-20

Figure 28: Lukleaf Oral Care Children Toothbrush with Ten Thousand Ultra Soft Bristles, China, 2020

- Toothbrush sanitisers cater to the increasing health focus**

Figure 29: Philips Sonicare electric toothbrush with UV sanitiser, China, 2020

- Food and beverage inspired flavours remain popular**

Figure 30: Examples of new toothpaste launches with food and beverage flavours, China, 2020-21

- Focus on oral microbiome health**

Figure 31: Avec Moi Probiotics Science Calm Comfort Brightening Toothpaste, China, 2020

- Preliminary competition on eco-friendly packaging**

Figure 32: Ethical claims of new oral care launches, UK, US, China, South Korea and Japan, 2016-20

Figure 33: Examples of Colgate Smile for Good toothpaste and Keep toothbrush, UK and US, 2020-21

Figure 34: Examples of new toothpaste tablets launches, global, 2020

## What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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## THE CONSUMER – KEY TAKEAWAYS

- **Yellowing teeth and cavities have become more common problems**
- **Usage of electric toothbrush has been flat as more users have dropped out**
- **Mouthwash is primarily used for breath-freshening and anti-bacterial**
- **Electric toothbrush provides better cleaning efficiency and efficacy than manual toothbrush**
- **Functions, natural ingredients and certifications are key quality indicators**
- **Probiotics/prebiotics has captured strong interest**

## ORAL HEALTH ISSUES

- **Consumers are experiencing more dental problems than last year**  
Figure 35: Number of oral health issues experienced in the last 12 months, 2020 vs 2021
- **Yellowing teeth and cavities have become more common problems...**  
Figure 36: Oral health issues experienced in the last 12 months, 2020 vs 2021
- **...especially for young consumers**  
Figure 37: Oral health issues experienced in the last 12 months, by age, January 2021  
Figure 38: Oral health issues experienced in the last 12 months, 18-24 year olds, 2020 vs 2021
- **Women's oral health concerns are increasing**  
Figure 39: Oral health issues experienced in the last 12 months, female, 2020 vs 2021

## PRODUCT USAGE

- **Consumers' product repertoire continues to expand**  
Figure 40: Number of oral care products using now, 2020 vs 2021  
Figure 41: Usage of oral care products, January 2021
- **Usage of secondary products is still on the rise**  
Figure 42: Oral care products using now, 2020 vs 2021  
Figure 43: Oral care products using now – interdental brush, by demographics, January 2021
- **Electric toothbrush is facing the challenge of retaining users**  
Figure 44: Usage of electric toothbrush, 2020 vs 2021
- **Consumers tend to use both electric toothbrush and manual toothbrush at the same time**

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Executive Summary

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Figure 45: Usage of manual toothbrush, current electric toothbrush users, 2020 vs 2021

Figure 46: Usage of manual toothbrush, current electric toothbrush users, by age, January 2021

- **Product usage peaks among 30-39 year olds**

Figure 47: Number of oral care products using now, by age, January 2021

Figure 48: Oral care products using now, by age, January 2021

## REASONS FOR USING MOUTHWASH

- **Mouthwash is primarily used to freshen breath and kill bacteria**  
Figure 49: Reasons for using mouthwash, January 2021
- **Consumers use mouthwash as a follow-up step after tooth brushing**
- **Mouthwash use is less likely to be associated with emotional fulfilment**
- **Mouthwash with extra benefits offers opportunity**

Figure 50: Reasons for using mouthwash, by age, January 2021

## COMPARISONS BETWEEN MANUAL TOOTHBRUSH AND ELECTRIC TOOTHBRUSH

- **Electric toothbrush wins in both efficiency and efficacy**  
Figure 51: Comparisons between manual toothbrush and electric toothbrush, January 2021
- **Young consumers are more satisfied with electric toothbrush**  
Figure 52: Comparisons between manual toothbrush and electric toothbrush – electric toothbrush works better, January 2021

## QUALITY INDICATORS

- **Functions, natural ingredients and certifications indicate high quality**  
Figure 53: Factors associated with high-quality oral care products, January 2021
- **Technology and patent ingredients are not very relevant in this category**
- **Young consumers are more likely to trust experts**  
Figure 54: Factors associated with high-quality oral care products, by age, January 2021

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Executive Summary

Full Report PDF

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## INTEREST IN INGREDIENTS

- **Probiotics/prebiotics has the potential to become mainstream**

Figure 55: Attitudes towards ingredients in oral care products, January 2021

- **Consumers are not very familiar with using beauty ingredients in oral care, but they are open to it**
- **Young consumers need more education on ingredients**

Figure 56: Attitudes towards ingredients in oral care products – I would like to see it in oral care products, by age, January 2021

Figure 57: Attitudes towards ingredients in oral care products – I don't know much about it, by age, January 2021

## APPENDIX – MARKET SIZE AND FORECAST

Figure 58: Value sales of oral care products, China, 2015–25

## APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Consumer research methodology**
- **Abbreviations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

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