

Oral Hygiene - China - July 2012

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"The oral health market in China has improved over the years, but still needs to catch up with that of more developed countries. Neither the availability of dental infrastructure nor the dentist to population ratio is sufficient to cater to the population's dental care needs. Therefore, oral care manufacturers, are in effect, filling a big gap left by dentists by providing oral care solutions to millions of Chinese consumers. The quality of dental services and insurance coverage differs by location and consumer group. Government involvement and support has led to higher levels of oral health awareness throughout the nation, especially through encouraging both the adoption of a dental care regime at an early age and habitual usage. Brands' involvement in social activities will increase brand awareness and consumer usage of oral hygiene products."

– Eileen Ngieng – Senior Research Analyst

In this report we answer the key questions:

- What is the current status of the oral care market in China and how has the involvement of the government and brands helped to improve national oral health?
- What are the top factors that consumers are looking for in oral hygiene care and how are manufacturers meeting these needs?
- What kind of innovations will increase the usage and awareness of oral hygiene products in the developing China oral hygiene market?
- Who are the consumer groups that have the greatest potential for brands to increase sales and what are the opportunities there?

Oral hygiene products include products such as toothpaste, toothbrushes, mouthwash and ancillary oral hygiene products, but brush heads and sales to professionals such as dentists are not included. Market size comprises sales through all retail channels, including direct to consumer and via dentists.

Toothpastes: This includes sensitive, herbal, whitening, children's, 2-in-1 (mouthwash and toothpaste) and other toothpaste

Toothbrushes: This includes manual and electric toothbrushes

Mouthwashes: This includes medicated and freshening mouthwashes and rinses

Ancillaries: This includes dental floss/tape, toothpicks/interdental sticks and denture products.

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