Oral Care - UK - May 2014

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Although a high proportion of the population visit the dentist, a large proportion of parents do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for children, only a small proportion of parents agree that it is necessary to use oral care products beyond toothpaste for their child."
– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Are people being encouraged to visit the dentist?
- Can brands do more to encourage to purchase dental products for babies/children?

The oral care category has seen growth annually in 2012 and 2013, driven by the mouthwash and dental accessories/denture products segments. Price rises in mouthwash continue to drive growth in the market, as brands launch more sophisticated technologies with multiple benefits.

The value of dental services indicates areas of oral health that consumers are focusing on, with the cosmetics industry seeing significant growth in the period 2009 to 2013. Usage of oral care products shows that younger people are more interested in whiteness and bad breath, whereas older people show higher interest in products for more specific oral health concerns, such as plaque build-up. When it comes to benefits that consumers are willing to pay more for, instant benefits outweigh long-term benefits, suggesting that new innovations should continue to focus on providing instant results.

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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Appendix – The Consumer – Usage and Frequency

Appendix – Demographics

Appendix – The Consumer – Purchase of Oral Care

Appendix – The Consumer – Interest in Product Attributes