

Oral Care - US - May 2014

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“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

– Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Influence consumers to adopt more complex oral care routines
- Better outreach to underserved consumer segments
- Grow toothbrush sales

The key topics of focus for the 2014 report include understanding which oral care products consumers are using most frequently, their decision between name brands versus private label for certain types of oral care products, and what product attributes they consider to be the most important when choosing which oral care products to buy and use. The report also puts a strong emphasis on determining which types of tactics should be employed to drive category growth at a more accelerated pace, such as strategies that can be implemented to encourage consumers to expand their current oral care routines. And finally, this report will also explore consumers' attitudes toward dentists and children's healthcare.

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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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