

Oral Hygiene - China - May 2014

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The oral hygiene market has grown over the past few years. Increased emphasis on oral health and beauty, higher usage frequency, electronic toothbrush and dental floss products, and a low dentist to population ratio have pushed retail growth. In addition, the expansion of trade channels has helped brands to achieve greater geographic coverage to meet sophisticated consumer needs.

– Jade Liu, Senior Research Analyst

This report looks at the following areas:

- Why are mouthwash products important for brands to cultivate long-term consumer relationship?
- What are the key product aspects for brands to capitalise on to encourage trading up?
- How do emotional-driven product innovations help to sustain consumer interests?
- Why is medicated oral hygiene product a latent opportunity for brands?

Product innovations focusing on beauty claims, professional solutions, day and night occasions, natural or medicated ingredients, and specialised or multifunctional benefits are key aspects to expand usage frequency and encourage trading up, while emotional-driven product innovations help to sustain consumer interests with more personalised features attached. Leveraging social media for marketing and advertising campaigns and devising online promotion strategies will help companies to engage digital-savvy consumers with a competitive edge.

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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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Table of Contents

Introduction

Definition
Report structure
Methodology
Abbreviations

Executive Summary

The market

Figure 1: Total value sales of oral hygiene market, China, 2008-18
Figure 2: Breakdown of oral hygiene market, by value, 2013

Companies and brands

Market share

Figure 3: Leading companies' market share in China's oral hygiene market, by value, 2011-13

Who's innovating?

The consumer

Consumer segmentation

Figure 4: Percentage distribution of each consumer segment, February 2014

Usage frequency of different oral hygiene products

Figure 5: Frequency of using oral hygiene products, February 2014

Brands used in the past six months

Figure 6: Brands used in the past six months, February 2014

Desired functions in oral hygiene products

Figure 7: Desired functions in oral hygiene products, February 2014

Attitudes towards oral hygiene brands, products, ingredients and price

Figure 8: Attitudes towards oral hygiene brands, products, ingredients and price, February 2014

Interests in different types of oral hygiene products

Figure 9: Interests in different types of oral hygiene products, February 2014

General attitudes towards oral health

Figure 10: General attitudes towards oral health, February 2014

Key trends

Why are mouthwash products important for brands to cultivate long-term consumer relationship?
What are the key product aspects for brands to capitalise on to encourage trading up?
How do emotional-driven product innovations help to sustain consumer interests?
Why is medicated oral hygiene product a latent opportunity for brands?
What we think

Issues and Insights

Why are mouthwash products important for brands to cultivate long-term consumer relationship?

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The facts

The implications

What are the key product aspects for brands to capitalise on to encourage trading up?

The facts

The implications

Figure 11: Top six claims in oral hygiene products, China, 2010-14

Figure 12: Crest's jasmine tea flavour toothpaste and Xin Wen's bamboo charcoal salt black toothpaste, 2014

How do emotional-driven product innovations help to sustain consumer interests?

The facts

The implications

Figure 13: Crest's launch of Crest Be toothpaste in the US, 2014

Why is medicated oral hygiene product a latent opportunity for brands?

The facts

The implications

Trend Application

How can brands engage consumers with diversified needs?

How can brands capture consumers' exclusive attention in a crowded market by effective advertising?

Market Size and Forecast

Key points

The oral hygiene market experienced steady growth

Figure 14: Total value sales of oral hygiene products, China, 2008-13

There is room to further expand per capita spending

Figure 15: Top six oral hygiene products consumption nations and their annual per capita spending, by country, 2012

Robust growth outlook over the next five years

Figure 16: Total value sales of oral hygiene market, China, 2008-18

Growth drivers and challenges

Increasing emphasis on oral health and oral beauty

Low dentist to population ratio will continue to support the boom in the retail business

Online channels liberate geographic constraint and offer international product choices

Regional difference in climates, diets and macro environment create diversified needs

Short-term inertia preventing the trial of more sophisticated oral hygiene products

Market Segmentation

Key points

Toothpaste

Figure 17: Market value and growth of toothpaste, China, 2012 and 2013

Figure 18: Total value sales of toothpaste products, China, 2008-18

Toothbrushes

Figure 19: Market value and growth of toothbrushes, China, 2012 and 2013

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Figure 20: Share of total number of new products in oral hygiene market, by segment, China, 2013

Figure 21: Total value sales of toothbrush products, China, 2008-18

Dental ancillaries

Figure 22: Market value and growth of dental ancillaries, China, 2012 and 2013

Figure 23: Total value sales of ancillaries, China, 2008-18

Mouthwash

Figure 24: Market value and growth of mouthwash, China, 2012 and 2013

Figure 25: Segment share of total number of new product launches in oral hygiene market, China, US and Japan, 2013

Figure 26: Total value sales of mouthwash products, China, 2008-18

Market Share

Key points

Brand share

Figure 27: Leading companies' market share in China's oral hygiene market, by value, 2011-13

Who's Innovating?

Key points

New product launches

A surge in whitening claims to fulfil beauty aspiration

Figure 28: Examples of new product launches with a whitening proposition, China, 2012 and 2013

Professional oral hygiene solution gains recognition

Figure 29: Examples of new product launches with a professional oral care proposition, China, 2010-13

Day-and-night toothpaste encourages more frequent teeth brushing

Figure 30: Examples of new product launches to target day part usage occasions, China, 2010-14

Charcoal toothbrush to deliver superior cleaning effectiveness

Figure 31: Examples of new product launches with charcoal bristles, 2012 and 2013

Extra soft toothbrush for gum problems and sensitive teeth

Figure 32: Examples of new product launches to cater for specific dental problems, China, 2012 and 2013

Marketing communications

E-commerce for greater brand/consumer interaction online

Figure 33: Examples of online advertising and promotion by Crest and Colgate, 2014

Brands seize on holidays and special occasions to engage consumers via online social media

Figure 34: Examples of social media campaigns by Crest and Zhonghua, 2014

Advertisement with free gift to strengthen brand loyalty

Figure 35: Examples of Chinese New Year online promotions by Colgate and Darlie, 2014

New sales channels and promotion strategies

Online retailers adopt multipack offerings to stimulate sales

Figure 36: Examples of multipack offerings by Ora2 and Yunnan Baiyao, 2014

Bundle packs form synergy for cross-sub-category selling

Figure 37: Examples of cross-sub-category product bundle packs by Crest, Colgate, Listerine and Lion, 2014

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Companies and Brands

Overview of product functions by leading toothpaste brands

Figure 38: Product functions, by top five brands, 2014

Figure 39: Product functions, by top five brands, 2014 (continued)

Procter & Gamble (Guangzhou) Co., Ltd.

Colgate-Palmolive Co.

Hawley & Hazel (BVI) Co., Ltd.

Yunnan Baiyao Group Co., Ltd.

Unilever Group

Figure 40: Zhonghua's Glister White and White Now toothpaste products, 2012

Figure 41: Zhonghua's Porcelain White and Expert Protection toothpastes, 2013

Johnson & Johnson

Figure 42: Listerine's mouthwash products, 2014

The Consumer Segmentation

Key points

Consumer segmentation

Figure 43: Three target groups in oral hygiene market, February 2014

Dubious Variety Seekers (38%)

The Demotivated (33%)

Health and Beauty Adorers (29%)

Figure 44: General attitudes towards oral health, by target groups, February 2014

The Consumer – Usage Frequency of Different Oral Hygiene Products

Key points

Toothpaste and manual toothbrush are used on daily basis

Mouthwash has potential to become part of the daily routine

Electric toothbrush usage witnessed significant growth over the past two years

Dental floss still needs to build product awareness and foster usage habit

Figure 45: Frequency of using different oral hygiene products, February 2014

Figure 46: Frequency of using different oral hygiene products, February 2014 (continued)

Mouthwash usage is higher among male, parents, 40-49-year-olds and higher earners

Figure 47: Frequency of using oral hygiene products – Mouthwash, by demographics, February 2014

High earners, those aged 30-49, and families with children are more likely to adopt electric toothbrushes as daily routine

Figure 48: Frequency of using oral hygiene products – Electric toothbrush, by demographics, February 2014

Younger consumers are potential users for dental floss

Figure 49: Frequency of using oral hygiene products – Dental floss/floss pick, by demographics, February 2014

Guangzhou residents use more niche oral hygiene products

Figure 50: Frequency of using oral hygiene products – Electric toothbrush, dental floss/floss pick, toothpick, by city, February 2014

The Consumer – Brands Used in the Past Six Months

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Key points

Crest and Colgate lead with higher popularity

Awareness, price and distribution are key for young foreign brands to expand market presence

Figure 51: Brands used in the past six months, February 2014

Brand usage varies by demographics

Figure 52: Brands used in the past six months, by gender, February 2014

Figure 53: Brands used in the past six months, by age, February 2014

Figure 54: Brands used in the past six months, by city tier, February 2014

Figure 55: Brands used in the past six months, by income, February 2014

The Consumer – Repertoire Analysis of Brand Usage

Key points

Consumers have the inclination to try multiple brands

Figure 56: Repertoire of brands used in the past six months, February 2014

Those with higher income and education level tend to use more brands

Figure 57: Repertoire of brands used in the past six months, by demographics, February 2014

The Consumer – Desired Functions in Oral Hygiene Products

Key points

'Teeth-whitening', 'breath refreshing' and 'germ curbing' are top benefits expected

The desire for multifunctional benefits unveils a market for all-in-one products

Figure 58: Desired functions in oral hygiene products, February 2014

Teeth-whitening is more important for females and those aged 20-39

Figure 59: Desired functions in oral hygiene products, by demographics, February 2014

More females expect specialised products to solve plaque, gum and teeth sensitivity problems

Figure 60: Desired functions in oral hygiene products, by gender, February 2014

30-49-year-olds and high earners desire more advanced, and treatment-based benefits

Figure 61: Desired functions in oral hygiene products, by demographics, February 2014

Figure 62: Desired functions in oral hygiene products, by demographics, February 2014 (continued)

'Relieve toothache' and 'protecting dental work' can be potential selling points for electric toothbrushes and mouthwash

Figure 63: Frequency of using electric toothbrush and mouthwash, by desired benefits, February 2014

The Consumer – Attitudes Towards Oral Hygiene Brands, Products, Ingredients and Price

Key points

Both multifunctional products and products with specialised benefits have growth opportunities

Figure 64: Attitudes towards oral hygiene products, by functional properties, February 2014

Superior functional performance and natural ingredients can justify premium price

Promotional events further stimulate sales

Figure 65: Attitudes towards oral hygiene price, February 2014

Greater product satisfaction can lead to higher consumer loyalty

Figure 66: Attitudes towards oral hygiene brands, February 2014

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Strengthen beauty-enhancing claims with emotional persuasion

Figure 67: Attitudes towards oral hygiene products, by emotional appeal, February 2014

Medicated toothpastes exert credibility

Figure 68: Attitudes towards oral hygiene ingredients, February 2014

Innate value is more convincing than price to prove quality

Figure 69: Attitudes towards oral hygiene price and brands, February 2014

Females are more price-sensitive

Figure 70: Attitudes towards oral hygiene brands, products, ingredients and price, by gender, February 2014

30-39-year-old group are savvy shoppers

Figure 71: Attitudes towards oral hygiene brands, products, ingredients and price, by age, February 2014

High earners more interested in beauty-enhancing benefits and prepared to pay more for natural ingredients

Figure 72: Attitudes towards oral hygiene brands, products, ingredients and price, by income, February 2014

Married people are more demanding of additional product features

Figure 73: Attitudes towards oral hygiene brands, products, ingredients and price, by marital status, February 2014

Figure 74: Attitudes towards oral hygiene brands, products, ingredients and price, by marital status, February 2014 (continued)

The Consumer – Interests in Different Types of Oral Hygiene Products

Key points

Innovation flavours, herbal and plant extract and breath-freshening varieties attract wide usage

Key interests lie in natural, breath-freshening properties and innovative flavours

Organic and occasion-driven toothpaste by day and night highlights the greatest market gap

Figure 75: Interests in different types of oral hygiene products, February 2014

Females are more interested in trying organic toothpaste and using toothpaste products for day and night

Figure 76: Interests in different types of oral hygiene products, by gender, February 2014

Breath-freshening strips generate trial interest across a wide age range

Figure 77: Interests in different types of oral hygiene products, by age, February 2014

Lower price points can entice trial

Figure 78: Interests in different types of oral hygiene products, by income, February 2014

The Consumer – General Attitudes Towards Oral Health

Key points

Health and beauty perceived with equal importance

Difference in product effects are yet to be proven

Figure 79: General attitudes towards oral health, February 2014

Men tend to think less about their oral hygiene routine

Figure 80: General attitudes towards oral health, by gender, February 2014

20-29-year-olds and low income earners are less engaged in oral health

Figure 81: General attitudes towards oral health, by demographics, February 2014

Appendix – Market Size

Figure 82: China total oral hygiene market, value sales, 2008-18

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Figure 83: China toothpaste market, value sales, 2008-18

Figure 84: China toothbrush market, value sales, 2008-18

Figure 85: China ancillary market, value sales, 2008-18

Figure 86: China mouthwash market, value sales, 2008-18

Appendix – Frequency of Using Oral Hygiene Products

Figure 87: Frequency of using oral hygiene products, February 2014

Figure 88: Frequency of using oral hygiene products, February 2014 (continued)

Figure 89: Most popular frequency of using oral hygiene products – Toothpaste, by demographics, February 2014

Figure 90: Next most popular frequency of using oral hygiene products – Toothpaste, by demographics, February 2014

Figure 91: Most popular frequency of using oral hygiene products – Manual toothbrush, by demographics, February 2014

Figure 92: Next most popular frequency of using oral hygiene products – Manual toothbrush, by demographics, February 2014

Figure 93: Most popular frequency of using oral hygiene products – Electric toothbrush, by demographics, February 2014

Figure 94: Next most popular frequency of using oral hygiene products – Electric toothbrush, by demographics, February 2014

Figure 95: Most popular frequency of using oral hygiene products – Mouthwash, by demographics, February 2014

Figure 96: Next most popular frequency of using oral hygiene products – Mouthwash, by demographics, February 2014

Figure 97: Most popular frequency of using oral hygiene products – Dental floss/floss pick, by demographics, February 2014

Figure 98: Next most popular frequency of using oral hygiene products – Dental floss/floss pick, by demographics, February 2014

Figure 99: Most popular frequency of using oral hygiene products – Toothpicks, by demographics, February 2014

Figure 100: Next most popular frequency of using oral hygiene products – Toothpicks, by demographics, February 2014

Appendix – Brands Used in the Past Six Months

Figure 101: Brands used in the past six months, February 2014

Figure 102: Most popular brands used in the past six months, by demographics, February 2014

Figure 103: Next most popular brands used in the past six months, by demographics, February 2014

Figure 104: Other brands used in the past six months, by demographics, February 2014

Repertoire analysis

Figure 105: Repertoire of brands used in the past six months, February 2014

Figure 106: Repertoire of brands used in the past six months, by demographics, February 2014

Appendix – Desired Functions in Oral Hygiene Products

Figure 107: Desired functions in oral hygiene products, February 2014

Figure 108: Most popular desired functions in oral hygiene products, by demographics, February 2014

Figure 109: Next most popular desired functions in oral hygiene products, by demographics, February 2014

Figure 110: Other desired functions in oral hygiene products, by demographics, February 2014

Appendix – Attitudes Towards Oral Hygiene Brands, Products, Ingredients and Price

Figure 111: Attitudes towards oral hygiene brands, products, ingredients and price, February 2014

Figure 112: Most popular attitudes towards oral hygiene brands, products, ingredients and price, by demographics, February 2014

Figure 113: Next most popular attitudes towards oral hygiene brands, products, ingredients and price, by demographics, February 2014

Figure 114: Other attitudes towards oral hygiene brands, products, ingredients and price, by demographics, February 2014

Figure 115: Least popular attitudes towards oral hygiene brands, products, ingredients and price, by demographics, February 2014

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Report Price: £2463.80 | \$3990.00 | €3129.79

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

Appendix – Interests in Different Types of Oral Hygiene Products

- Figure 116: Interests in different types of oral hygiene products, February 2014
- Figure 117: Interests in different types of oral hygiene products – Toothpaste/mouthwash with innovative flavours, by demographics, February 2014
- Figure 118: Interests in different types of oral hygiene products – Toothpaste with herbal/plant extracts, by demographics, February 2014
- Figure 119: Interests in different types of oral hygiene products – Toothpaste set for day and night usage, by demographics, February 2014
- Figure 120: Interests in different types of oral hygiene products – Organic toothpaste, by demographics, February 2014
- Figure 121: Interests in different types of oral hygiene products – Toothpaste with creative heads for different shapes, by demographics, February 2014
- Figure 122: Interests in different types of oral hygiene products – Whitening tooth strips, by demographics, February 2014
- Figure 123: Interests in different types of oral hygiene products – Dentifrice, by demographics, February 2014
- Figure 124: Interests in different types of oral hygiene products – Breath-freshening mouth sprays, by demographics, February 2014
- Figure 125: Interests in different types of oral hygiene products – Breath-freshening strips, by demographics, February 2014
- Figure 126: Interests in different types of oral hygiene products – Tooth tissues, by demographics, February 2014
- Figure 127: Interests in different types of oral hygiene products – Tooth wipes for use on the go, by demographics, February 2014
- Figure 128: Interests in different types of oral hygiene products – Oral care products without chemical additives, by demographics, February 2014

Appendix – General Attitudes Towards Oral Health

- Figure 129: General attitudes towards oral health, February 2014
- Figure 130: Agreement with the statement 'Health/hygiene driven', by demographics, February 2014
- Figure 131: Agreement with the statement 'Beauty driven', by demographics, February 2014
- Figure 132: Agreement with the statement 'Uninvolved/one size fits all', by demographics, February 2014
- Figure 133: Agreement with the statement 'Taking care of my oral health makes me feel healthier overall', by demographics, February 2014
- Figure 134: Agreement with the statement 'I am concerned about the safety of ingredients used in oral care products', by demographics, February 2014
- Figure 135: Agreement with the statement 'I don't feel clean if I haven't taken care of my teeth', by demographics, February 2014
- Figure 136: Agreement with the statement 'Using single oral care product is not sufficient to satisfy my oral care needs', by demographics, February 2014
- Figure 137: Agreement with the statement 'It's important to visit the dentist regularly', by demographics, February 2014
- Figure 138: Agreement with the statement 'I don't feel attractive if I haven't taken care of my oral health', by demographics, February 2014
- Figure 139: Agreement with the statement 'It's important to me what other people think of my teeth', by demographics, February 2014
- Figure 140: Agreement with the statement 'A person's teeth can enhance his/her overall appearance', by demographics, February 2014
- Figure 141: Agreement with the statement 'I worry that the food I eat is staining my teeth', by demographics, February 2014
- Figure 142: Agreement with the statement 'Cheaper toothpastes tend to do the same job as more expensive ones', by demographics, February 2014
- Figure 143: Agreement with the statement 'Brushing/caring for my teeth is a routine I don't think much about', by demographics, February 2014
- Figure 144: Agreement with the statement 'There is no big difference in product effects between different brands of oral care products', by demographics, February 2014

Appendix – Further Analysis

- Figure 145: Target groups, February 2014
- Figure 146: Target groups, by demographics, February 2014
- Figure 147: Frequency of using oral hygiene products, by target groups, February 2014
- Figure 148: Brands used in the past six months, by target groups, February 2014
- Figure 149: Desired functions in oral hygiene products, by target groups, February 2014
- Figure 150: Attitudes towards oral hygiene brands, products, ingredients and price, by target groups, February 2014

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Figure 151: Interests in different types of oral hygiene products, by target groups, February 2014

Figure 152: General attitudes towards oral health, by target groups, February 2014

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