“Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future.”

– Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Expanding own-label in the oral care market
- Tapping into the beauty and fashion market

Value sales growth in the UK oral care market has gradually slowed in recent years as a result of falling mouthwash sales and declining innovation. There is scope for own-label to expand its presence in the category, whilst independent brands can widen their appeal by further alignment with the beauty and personal care market.

Parents are largely mindful of their children’s oral hygiene, although there remain opportunities to broaden the repertoire of oral care products used, such as encouraging flossing from an early age.
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