

Oral Care - UK - July 2018

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“In a sector where growth has ground to a halt, and is expected to remain flat for some time, oral care brands need to engage consumers more with their dental health and reduce reliance on special offers if they are to see value return.”

– Hera Crossan, Research Analyst

This report looks at the following areas:

- Whitening looks to be a lasting trend
- Category needs to promote standardised oral care recommendations
- Continued discounting risks undermining true innovation

Having peaked in 2016 at £1.08 billion, the size of the oral care market has shifted into decline; value sales stood at £1.07 billion in 2017, but are estimated to fall by 1% to £1.06 billion in 2018 as consumers continue to take advantage of discounting and promotions on branded goods, as well as trade down to own-label versions.

This may be a mature category, but consumers still illustrate uncertainty when it comes to use of core oral care products for themselves, or even for their children. This could be detrimental for long-term dental care, placing increased pressure on health services in coming years. However, brands are well placed to turn this around by offering more standardised help and guidance in the category, which could bring value growth back.

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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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- The facts
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Consumers show most interest in natural products

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Under-35s seek better breath and whiter teeth

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Some claims hard to believe

Parents could benefit from more understanding around kids' dental care

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