

## Oral Hygiene - China - March 2018

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“Innovation in technology, product claims and packaging is driving both mature and newer product types such as electric toothbrushes and toothpaste for sensitive teeth, to continuously grow. Niche brands like Lion and Kao become more competitive and are posing challenges to big players by impressing consumers with good results.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Opportunities for mouthwash and ancillaries
- Education is necessary for electric products
- Children and pregnant women segments bring new winning point
- Niche brands become competitive

The oral care category has witnessed a steady growth in terms of value in the last five years. Big players in the market are experiencing different fortunes to previous years, with local brands jumping into the top two rankings. Product premiumisation continues driving market growth, while niche groups of consumers like children and pregnant women represent new growth points. Brands are continuing to drive innovation in both products and marketing campaigns and are even looking to cross-category link-ups with brands outside the category for cooperation.

Electric products have a long way to go in China, in terms of both cultivating and maintaining consumers. Consumers are primarily seeking good results from products rather than price, and niche brands are starting to appear on the market. Recommendation from friends and family is one of the most important sales drivers for niche brands.

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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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## Table of Contents

### Overview

- What you need to know
- Covered in this Report
- Excluded
- Subgroup definitions (by Monthly Personal Income)

### Executive Summary

- The market
  - Stable growth in total market
    - Figure 1: Best- case and worst-case forecast of total value sales of oral hygiene market, China, 2012-22
  - Premiumisation and innovation play important roles
    - Figure 2: New product launch in oral hygiene category, by price tier, China, 2015-17
  - Potential in children's segment
  - Companies and brands
  - Success of local brands
    - Figure 3: Leading companies in oral hygiene market by value share, China, 2016-17
- The consumer
  - Fewer dental issues perceived against 2016
    - Figure 4: Dental issues experienced in last 12 months, 2017 vs 2016
  - More cultivation required on electric products
    - Figure 5: Product usage, November 2017
  - Japanese niche toothpaste brands are more appealing
    - Figure 6: Penetration of niche product brands, November 2017
  - Good results are the key appeal of niche brands
    - Figure 7: Top ten reasons for using niche toothpaste brands, November 2017
  - In-store discovery and word of mouth are key in driving sales
    - Figure 8: Source of awareness, by age, November 2017
  - Gel texture used by female consumers and grainy preferred by high earners
    - Figure 9: Sensation perception, November 2017
- What we think

### Issues and Insights

- Opportunities for mouthwash and ancillaries
  - The facts
  - The implications
    - Figure 10: Product instruction of Listerine mouthwash, China, 2017
- Education is necessary for electric products
  - The facts

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## The implications

Figure 11: Philips Sonicare DiamondClean electric toothbrush

Children and pregnant women segments bring new winning point

## The facts

## The implications

Niche brands become competitive

## The facts

## The implications

Figure 12: Sensodyne-branded delivery box, China, 2017

## The Market – What You Need to Know

Continuous growth in total market

Product premiumisation and innovation drive market growth

Children segmentation has potential

Fast growth in mouthwash and ancillaries segments

## Market Size and Forecast

China's oral hygiene market continues to growth

Figure 13: Best- case and worst-case forecast of total value sales of oral hygiene market, China, 2012-22

Stable growth in the next five years

## Market Drivers

Rising awareness for oral health

Upgraded lifestyle and more specific demands

Product premiumisation and innovation stimulate consumer demands

Figure 14: New product launches in oral hygiene category, by price tier, China, 2015-17

Emerging online channels make cross-broader shopping easier

Cross category brands entering into oral hygiene market

Potential in children market

## Market Segmentation

Toothpaste – Product premiumisation and attention to children segment

Figure 15: Toothpaste new product launches, by price tier, China, 2015-17

Figure 16: Le Gu Chi communication, China, 2017

Figure 17: Best-case and worst-case forecast of total value sales of toothpaste market, China, 2012-22

Toothbrush – Technology innovation of electric toothbrush

Figure 18: Best-case and worst-case forecast of total value sales of toothbrush market, China, 2012-22

Mouthwash – Listerine big investment

Figure 19: Best-case and worst-case forecast of total value sales of mouthwash market, China, 2012-22

Ancillaries – Increasing imported value shows large demand

Figure 20: Best-case and worst-case forecast of total value sales of ancillaries market, China 2012-22

## Key Players – What You Need to Know

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- Local brands beat international brands
- Cross category cooperation attracts consumers
- Innovation on niche products driving premiumisation

## Market Share

- Highly concentrated market but fierce competition inside
  - Figure 21: Leading companies in oral hygiene market by value share, China, 2016-17
- Global brands lose share
- Local brands catch up

## Competitive Strategies

- AR/VR infused in marketing campaign
- Brands focus on premium market
- New chance discovered in product segmentation
- Cooperation with snacking brands
- Innovative travel kit
  - Figure 22: Yunnan Baiyao's Tang Feng travel set, China, 2017

## Who's Innovating?

- Range extension on total market
  - Figure 23: New product launches in oral hygiene category, by launch type, China, 2015-17
- Whitening claim increases
  - Figure 24: New toothpaste launches, by claim, China, 2016 vs 2017
  - Figure 25: New toothpaste launches with whitening claim, China, 2017
- Texture innovation rises
  - Figure 26: New toothpaste launches with liquid and gel texture, China and South Korea, 2017-18
- Toothpaste with mouthwash to provide 2 in 1 effect
  - Figure 27: New toothpaste with mouthwash, US and Germany, 2017-18
- Convenience package for traveling
  - Figure 28: New toothpaste and mouthwash packaging, China, 2017
  - Figure 29: New ancillaries with convenient package, US and China, 2017
- Innovate on niche consumer groups
  - Figure 30: New toothpaste for children and pregnant women, China, 2017
  - Figure 31: New toothbrush launch for children, Japan and China, 2017
  - Figure 32: New mouthwash for children and pregnant women, China, 2017
- Technology innovation on electric toothbrush
  - Figure 33: New connected toothbrush launch, US, 2017
  - Figure 34: New hands-free electric toothbrush and music electric toothbrush, US 2018
- Vague bound between perfume and oral hygiene products
  - Figure 35: New mouthwash and breath spray designed as perfume, Japan and China, 2017
- Cross category innovation

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Figure 36: Oral care combined food and drink, US and China, 2017-18

## The Consumer – What You Need to Know

- Consumers have fewer dental issues in 2017, especially females aged 20-29
- Electric products are still at the preliminary stage
- Japanese brands have higher acceptance
- Consumers care more about product features and good results
- In-store is the main source while younger consumers prefer online sources to know niche toothpaste brands
- Gel texture favoured by female consumers

## Dental Issues

- Experienced fewer dental issues
  - Figure 37: Dental issues experienced in last 12 months, 2017 vs 2016
- Men worry more about bad breath while more women have sensitive teeth/gums
  - Figure 38: Dental issues experienced in last 12 months, by gender, November 2017
  - Figure 39: Products specialised for males and females, China, 2017
- Younger females are less sensitive about dental issues than in 2016
  - Figure 40: Average types of dental issues experienced in last 12 months, by gender and age, 2017 vs 2016

## Product Usage

- Electric toothbrush is in transition period
  - Figure 41: Product usage, November 2017
  - Figure 42: Product usage (currently using), by age and gender, manual toothbrush vs electric toothbrush, November 2017
- High adoption of toothpastes for sensitive teeth
  - Figure 43: Usage of toothpaste for sensitive teeth (currently using), by demographic, November 2017
- Younger females care more about self-appearance
  - Figure 44: Product usage (currently using), by gender and age, November 2017
  - Figure 45: Saky breath spray targeting younger females, China, 2017
- More consumers start using ancillaries
  - Figure 46: Ancillaries usage (currently using), 2017 vs 2016
- Consumers who use mouthwash are more likely to use ancillaries
  - Figure 47: Ancillaries usage (currently using) between mouthwash current users and total sample, November 2017
  - Figure 48: Mouthwash and breath spray bundle, China, 2017
- High lapse rate of ancillaries especially mouthwash
  - Figure 49: Mouthwash usage, by monthly personal income, November 2017

## Penetration of Niche Toothpaste Brands

- Japanese brands lead the adoption of niche toothpaste brands
  - Figure 50: Penetration of niche toothpaste brands, November 2017
- Penetration of niche toothpaste is higher in consumers with children in household
  - Figure 51: Penetration of niche toothpaste brands, by whether having child(ren) in household, November 2017
- Higher earners are more likely to use niche toothpaste brands

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Figure 52: Penetration of niche product brands, by monthly personal income, November 2017

Which niche brands appeal to consumers in lower tier cities?

Figure 53: Penetration of niche product brands, by city tier, November 2017

Consumers who are using toothpaste for sensitive teeth currently are more likely to use niche toothpaste brands

Figure 54: Penetration of niche toothpaste brands between consumers using toothpaste for sensitive toothpaste and general toothpaste

### Reason for Using Niche Toothpaste Brands

Consumers care more about product features

Figure 55: Top ten reasons for using niche toothpaste brands, November 2017

Younger females more easily influenced by others

Figure 56: Top ten reasons for using niche toothpaste brands, by gender and age, November 2017

Good results resonate with most high earners

Figure 57: Top ten reasons for using niche toothpaste products, by monthly personal income, November 2017

### Source of Awareness

In-store and word of mouth are both the most important reasons

Figure 58: Information source of knowing niche toothpaste brands, November 2017

Consumers aged 20-29 prefer online sources to offline sources

Figure 59: Source of awareness, by age, November 2017

Supersmile is benefiting from online sources

Figure 60: Source of awareness, by niche toothpaste brands users, November 2017

### Sensation Perception

Herbs and fruits are most favourite flavours

Figure 61: Flavour preference, November 2017

Figure 62: Flavour ranking in oral hygiene new product launches, China, 2015-17

Figure 63: Little Dome city name plus flavour toothpaste, China, 2017

Males aged 40-49 prefer herb flavours while males aged 30-39 prefer fruit flavours

Figure 64: Flavour preference, by gender and age, November 2017

Grainy and long-lasting smell are preferred by consumers aged 30-39

Figure 65: Experience preference, by gender and age, November 2017

Grainy appeals to high earners

Figure 66: Experience preference, by monthly personal income, November 2017

Figure 67: Kao grainy toothpaste

Light sweetness is overwhelmingly preferred

Figure 68: Sweetness preference, by gender and age, November 2017

Females prefer gel texture than males do

Figure 69: Texture preference, by gender and age, November 2017

### Meet the Mintropolitans

Mintropolitans are more sensitive about dental issues

Figure 70: Dental issues, by consumer classification, November 2017

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### Mintropolitans pay more for oral hygiene products

Figure 71: Product usage, by consumer classification, November 2017

### Mintropolitans know niche toothpaste brands from online sources and dentists

Figure 72: Source of awareness, by consumer classification, November 2017

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### Appendix – Market Size and Forecast

Figure 73: Total value sale of oral hygiene market, China, 2012-22

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### Appendix – Market Segmentation

Figure 74: Total value sale of oral hygiene market, by segment, China, 2012-22

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### Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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