

# Oral Health: Incl Impact of COVID-19 - US - May 2020

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## This report looks at the following areas:

- How the COVID-19 outbreak impacts consumer behaviors and the oral health products market as a whole
- How the market will fare in the post-COVID-19 slowdown
- Consumers' oral health behaviors and usage of products
- How consumer interest in oral health innovations will shift following COVID-19
- Impact of business closures and job loss on professional oral health services

The oral care market is resilient because people perceive oral health and hygiene to be essential. As the lifestyle and financial impact of COVID-19 endures, US consumers will still purchase necessary personal care products to maintain a sense of normalcy and basic hygiene within the home. To avoid stores and crowded retail locations, adults may stock up on oral health products, strengthening category sales for the short term – but, the market will quickly stabilize once consumers have sufficient supply of what they need. Professional dental services will be impacted as well, due to business closures and the growing incidence of income loss affecting Americans.

Tapping into product attributes consumers value, such as expert guidance, naturally positioned ingredients and convenience claims, are still important, but brands must consider shifts in consumer routines following COVID-19 to maintain relevance.



"During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond."

– **Andrea Wroble, Health and Wellness Analyst**

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