

Oral Health - US - 2022

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This report looks at the following areas:

- Incidence of oral care product usage and repertoire of products used
- Most recent dental visit and attitudes toward professional care
- Changes in oral care routines in the past year
- Attitudes and behaviors toward oral care
- Trial and interest in innovative oral care products

US retail sales of oral health products have grown 21% from 2017–22, amounting to a market value estimated at \$9.7 billion in 2022. Oral care product usage is strong and consistent, with 98% of adults saying they've used an oral care product in the past six months, and 47% use a repertoire of 3–4 oral care products. The fact that consumers are consistent in caring for their oral health creates a platform for habitual purchase behavior, which causes little movement in market sales from year to year. Yet, the COVID-19 pandemic positively impacted oral health products, driving sales up 6.3% from 2020–21. There is opportunity for makers and marketers to continue to advance category sales with innovation focused on functional ingredients and self-care driven marketing strategies. Catering to personalized oral care should be a priority among marketers, as 63% of adults are interested in products designed for personal needs/interests. The merging of oral care products and the wellness industry could contribute to positive growth and competition for the market.



“The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a component of self-care will continue to resonate with a large constituency of consumers.”

– **Jennifer White Boehm,**
Director, BPCH Reports

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