

Oral Health - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Current use and future interest in oral health-related products
- Frequency with which consumers are using oral care products
- Most recent dental routines and consumer sentiment about dental visits
- Buying habits for oral care products
- Attitudes about dental health and its connection to broader healthcare

As hygiene-related products have remained a resilient category, oral care has been given a boost in recent years. Oral care remains an essential part of daily health and hygiene, supporting consistent usage year over year. US retail sales of oral care products are estimated to reach \$9.72 billion in 2023, approximately 17% growth for the period between 2018-23. Evolving the approach to oral care needs to occur to further stimulate the market. Taking cues from beauty and adopting a wellbeing approach and positioning oral care as health care are two strong avenues to achieve this.



“The pandemic revitalized the oral care market, creating disruptive opportunities for premium, eco-friendly solutions. Leading brands can continue to tap into wellness trends. There will be opportunities to link oral care products to mental wellbeing. Dental ancillaries can tap into this trend and generate greater interest.”

– **Rebecca Watters,**
Associate Director –
Household & Health

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Table of Contents

- OVERVIEW
- EXECUTIVE SUMMARY
- MARKET SIZE AND FORECAST
- SEGMENT PERFORMANCE
- MARKET DRIVERS
- KEY PLAYERS
- COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES
- THE ORAL HEALTH CONSUMER – FAST FACTS
- PRODUCT USAGE AND FREQUENCY
- DENTAL VISIT FREQUENCY AND ATTITUDES
- TOOTHPASTE PURCHASE FACTORS
- ATTITUDES TOWARD ORAL HEALTH
- TRIAL OF AND INTEREST IN ORAL HEALTH PRODUCTS
- APPENDIX – DATA SOURCES AND ABBREVIATIONS
- APPENDIX – THE MARKET
- APPENDIX – COMPANIES AND BRANDS
- APPENDIX – TURF METHODOLOGY

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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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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