

Oral Hygiene - China - December 2016

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“The increase in electric toothbrush adoption and the success of local brands selling premium pharmaceutical toothpaste products clearly shows the trend that Chinese consumers are not only just paying more attention on oral care, but are also spending to upgrade. This underlines the importance of product efficacy.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **What have local brands done right to capture share?**
- **Opportunities for niche products**
- **Kids’ oral care brands should not only think about products but also services**

The oral hygiene market in China is still dominated by toothpaste and toothbrushes, but there are opportunities for mouthwashes and ancillaries in its future development. Local brands are catching up although international brands dominate. The efforts on innovation and heritage in traditional herbal products are strength of local brands. Meanwhile, introducing imported products from their home markets makes international brands competitive in the Chinese market.

Chinese consumers care more about oral health nowadays and are willing to pay extra for better teeth. This mindset encourages oral care brands to launch premium products, develop innovative formats and expand into diverse product types.

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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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