

## Oral Health - US - June 2019

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"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene."

- **Andrea Wroble, Research Analyst**

This report looks at the following areas:

- Frequent usage offers steady growth
- Toothpaste segment carries the team
- Convenience is king: at-home health offerings challenge professional services
- The fluoride debate
- Aging population may face dental insurance barriers
- Teen tobacco use sparks oral health concerns

The oral health industry generated more than \$8 billion in 2018, a steady increase in sales since reporting relatively flat growth from 2016 to 2017. Since recovering from stagnant retail sales posted in previous years, Mintel predicts the oral health market will reach \$9 billion by 2024 – continuing the slow upward movement.

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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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