

Oral Health: Incl Impact of COVID-19 - Canada - July 2020

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This report looks at the following areas:

- How the COVID-19 outbreak impacts consumer behaviours and the oral health products market as a whole
- How the market will fare in the post-COVID-19 slowdown
- Oral health behaviours and concerns
- Interest in oral health innovations
- Attitudes towards natural oral care products.

Oral care's position as a well-established, routine hygiene step is expected to shelter the category from any significant disruptions related to COVID-19. While professional dental visits will decline, Canadians will continue to focus on oral health at home and maintain their standard behaviours throughout the pandemic. A renewed focus on wellness and a more holistic approach to health may help Canadians become more accepting of new products and ingredients.



"Oral care's position as a hygiene staple will help shield it from many of the economic and availability threats experienced by other categories as a result of COVID-19."

- Meghan Ross, Home and BPC Analyst

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- Mask-wearing conventions may shift oral care priorities away from social focuses
- Aging Canadians have evolving dental needs

MARKET SIZE AND FORECAST

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