

Oral Care: Inc Impact of COVID-19 - UK - July 2020

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“The COVID-19 outbreak will have little overall impact on the value of the oral care category which was already in decline before the pandemic.”

- **Emilia Greenslade, Junior Research Analyst, 16 July 2020**

This report looks at the following areas:

- The impact of COVID-19 on the oral care market
- How the market will fare post-COVID-19
- The value of individual segments and brand performance in 2019
- Launch activity opportunities for 2020
- Usage of oral care products and factors influencing purchase in the last 12 months
- Consumer interest in oral care products and ingredients to drive value
- Trial and purchase of oral care products

While the category has shown value decline in recent years, consumer interest in new ingredients and formats can drive product repertoires. 38% of oral care users have not used but would be interested in using specialised day and night products, while 24% would be interested in oral care products with probiotics/prebiotics.

As the category was in decline even before COVID-19, the pandemic is expected to have little impact. Consumers were streamlining their routines in 2019, buying brands on promotion and switching to own-label brands already – all behaviours that are expected to continue in the years ahead.

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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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