

Oral Care - China - March 2020

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“Over half of consumers are keen on using gum caring and anti-sensitivity toothpastes even if they haven’t experienced related dental problems. This makes the idea of prevention over treatment solid and could be expanded into other functions, such as whitening, preventing calculus, and maintaining a balanced oral microbiome.”

– **Anne Yin, Associate Research Analyst**

This report looks at the following areas:

- Foreseeable severe competition among electric oral care devices
- A transition from treatment to prevention
- Professionalism in gum caring and more

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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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