

Oral Care - China - March 2020

Report Price: £3695 | \$4995 | €4400

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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



“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

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- The facts
- The implications
- Professionalism in gum caring and more
- The facts
- The implications

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