

Oral Care - US - May 2015

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"Sales within the oral care market remain steady, benefiting from widespread product usage. Opportunities exist in the category for brands to increase the frequency of product usage, especially through portable oral care products, and a focus on new product innovations within the floss/accessories/tools segment."

- Margie Nanninga, Home and Personal Care Analyst

This report looks at the following areas:

- Category experiences steady growth, benefiting from strong floss/accessories/tools sales
- Toothbrushing is widespread, fewer consumers using mouthwash and floss
- Parents express confusion over proper children's oral care

For the purposes of this report, Mintel has defined the oral care market as follows:

- Toothpaste
- Manual and power toothbrushes (battery operated and electric)
- Mouthwash and rinses
- Dental floss, dental accessories, and dental tools
- Bleaching/whitening kits

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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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