

Oral Health - US - June 2018

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"Oral care sales generated \$8 billion in 2017, a modest 0.6% increase from 2016 driven by slowed growth in the toothpaste and mouthwash segments. Oral hygiene routines remain unchanged for most consumers, but around one fifth are working to improve their regimens."

- **Jana Vyleta, Health & Personal Care Analyst**

This report looks at the following areas:

- Private label growth hinders brands, lowers overall revenue
- Benefit-led toothpaste limits need for other products in regimen

While they are relatively minimal, some frustrations over oral care routines do exist, creating opportunities for new offerings and innovation. Nearly half of mouthwash and toothpaste users are brand loyal, but a minority agree they regularly switch brands. Half of mouthwash users consider this product an essential part of their routine. Overall, dentists can be leveraged to further category sales.

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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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