

## Oral Healthcare - UK - January 2012

Report Price: £1750 / \$2837 / €1995

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"As consumers take extra care in keeping their teeth in tip-top condition to avoid the financial sting of dental treatments, this is helping to support oral care sales. Marketing messages which focus on 'prevention rather than cure', encouraging consumers to invest in their oral health to minimise the chance of needing expensive remedial work, will help to boost oral care usage and sales further".

– Ricky Lakhani, Personal Care Analyst

### In this report we answer the key questions:

- How is the recession impacting on sales of oral hygiene products?
- Which sectors of the market have most potential for growth?
- What are consumers' main oral health concerns?
- What benefits do consumers look for when purchasing toothpastes?
- What impact will the ageing population have on the oral care market?
- Who is most interested in teeth-whitening treatments, and how can marketers better target them?

### Definition

This report covers the UK consumer market for oral hygiene products, including products in the following categories:

- Toothbrushes – standard manual, electric (rechargeable), battery-powered (non-rechargeable), replacement toothbrush heads, travel brushes and combined toothbrush/tongue scraper
- Toothpaste – including pastes, gels, polish and powder formats
- Mouthwash/rinse – primarily for the maintenance of dental and oral hygiene, includes medicated and non-medicated
- Denture products – cleaners and fixatives and cleaners for orthodontic appliances
- Dental accessories – includes cosmetic whitening products, eg gels, fresh breath dental chewing gum (eg Colgate Whitening Dental Gum) with product licences for the treatment and maintenance of oral hygiene, tongue scraper, fresh breath strips and other breath fresheners, dental floss, tape, gum/ulcer/teething gel, eg Bonjela, interdental sticks and brushes, disclosing tablets

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