

Oral Care - UK - June 2015

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"An ageing population has helped boost sales of denture products, driving the overarching oral care market in 2014 and highlighting the need for brands to further target the senior market in coming years in order to maintain growth.

Media attention paid to the alleged link between high levels of mouthwash usage and oral cancers could be at the root of a decrease in sales in the mouthwash segment."

– Jack Duckett, Consumer Lifestyle Analyst

This report looks at the following areas:

- Engaging with the senior oral care market
- Nudging men into better oral care habits
- Bolstering sales in the mouthwash market

Whilst the essential nature of toothbrushes and toothpaste means that that portion of the market is relatively protected in terms of sales, recent media attention over the supposed link between excessive mouthwash usage and oral cancers have likely contributed to reduced usage of the segment; mouthwashes formulated with naturally derived ingredients could therefore help dispel concerns and attract lapsed users. Brands could also look to further grow sales by further appealing to men and seniors, two groups which have historically proven to be less engaged in oral care.

This report explores the different types of oral care products people use and their underlying oral health concerns. In addition, this report investigates what indicators people use to signify that they have cleaned their teeth properly, and also looks at brushing techniques.

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