

## Oral Care - UK - July 2017

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“This category continues to experience some growth. A reduction in oral care routines is undermining true growth potential. A focus on reinvigorating interest in mouthwash through new usage propositions could benefit the overall category. The continued alignment of oral care with beauty can boost interest and spend amongst a younger, more appearance-focussed audience.”

– **Hera Crossan, Personal Care Analyst**

This report looks at the following areas:

- **The evolution of whitening**
- **Boosting mouthwash usage**
- **Cutting through the noise**

The oral care category has witnessed a steady downwards trajectory in terms of value growth in recent years resulting from a continued culture of savvy shopping on leading brands, as well as declining use of mouthwash. As such, despite growth in 2016, very little is expected in 2017.

Whitening is increasingly proving the name of the game when it comes to appealing to appearance-focused young adults, with oral care brands subsequently aligning new launches with the beauty sector. However, to grow the market further, companies need to consider the repositioning of existing product lines, both in terms of decluttering the sector and reinvigorating oral care routines, in order to boost engagement.

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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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Boosting mouthwash usage

The facts

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### Attitudes towards Oral Care

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