

Oral Care in the United Kingdom

April 2023

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Oral Care in the United Kingdom - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Core oral care categories grow as consumers focus on oral hygiene Entry-price power toothbrushes grow as consumers look for more affordable options Manual toothbrushes and denture care return to growth as the pandemic eases

PROSPECTS AND OPPORTUNITIES

Consumers' focus on health and hygiene will benefit oral care Clean and green products centred on sustainability set to grow in the forecast period Beauty trends will become more visible in the oral care space

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