

# Reinventing Oral Care

January 2023

Table of Contents

## INTRODUCTION

Scope

Key findings

## STATE OF THE INDUSTRY

Oral care maintains its momentum despite COVID-19

Polarisation in per capita spend between developed and developing markets

China dominates growth between 2016 and 2021

Focus on health and hygiene will benefit oral care

Economic uncertainty adds to the substantial inflation increases

Global stagflation will impact key oral care markets

## CATEGORY PROSPECTS

Toothpaste and power toothbrushes offer future potential

Blurring of categories, with whitening toothpaste becoming prominent

Emerging Asian markets with a focus on health and hygiene will provide opportunities

Consumers trade up to power toothbrushes for a better clean

Affordability pushes growth of power toothbrushes in China

Mouthwash/dental rinses see a revival after COVID-19

## COMPETITIVE LANDSCAPE

Growth of top five players slows down, challenged by regional disruptors

Colgate-Palmolive benefits from its sheer size

Yunnan Baiyao champions functional ingredient

Market penetration strategy helps multinational companies maintain top ranking

## TOP TRENDS SHAPING ORAL CARE

Megatrends in oral care provide strategies for innovation

Demographic shifts will impact business decisions

Gum health should be explored for ageing markets

Preventative and wellness positioning could benefit oral care

Young consumers drive beauty's association with oral health

Gen Z – the consumer that everyone is vying for

Oral care turns to a beauty and lifestyle positioning to appeal to the Gen Z consumer

“Clean beauty” trend could compromise dental health

Conscious consumers demand sustainable products

Toothpaste tubes continue to be a key area of innovation

Smaller players and retailers also join the bandwagon

Replaceable heads in manual toothbrushes provide two benefits

Proactive actions needed in recyclability of electric toothbrushes

Oral care could accelerate waterless innovation

Consumer behaviour combined with water scarcity ranking can help map opportunities

South Africa and Poland are ripe for waterless innovation

Toothpaste and mouthwash tablets need to reach more consumers

Subscription-based eco-friendly oral care companies could provide opportunities

## ORAL CARE MARKET ATTRACTIVENESS SCORECARD

Market Attractiveness Scorecard identifies potential in key emerging and developing markets

Extended claims and premiumisation to benefit markets with high potential

Growing oral health awareness through government policies will boost demand

Lower social economic potential implies focus needs to be on ageing consumers

Understanding local trends can help companies capitalise in emerging markets

## CONCLUSION

### Key findings

Oral care's non-discretionary status will enhance growth prospects

## APPENDIX

Euromonitor International definitions: Oral care

Euromonitor International definitions: Oral care (2)

Oral Care Market Attractiveness Study: Methodology

Oral Care Market Attractiveness Study: Ranking 11-20

Overview of Beauty Survey

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/reinventing-oral-care/report](http://www.euromonitor.com/reinventing-oral-care/report).