

# Oral Care Products in the U.S., 8th Edition

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## Abstracts

Sales of over-the-counter oral care products reached \$4.9 million in 2012.

In the oral care market, health concerns are the number one driver of sales, but other factors come into play as well. Consumers are also looking to whiten their teeth and freshen their breath. If a product can do all three, all the better: products that provide multiple benefits are proving to be the most attractive to consumers, as they are more convenient and affordable than the alternative of having to purchase multiple product types.

Marketers looking to spur sales in several categories have also had success with “product suites,” groupings of products presented as a complete oral care package, which encourages consumers to remain brand-loyal. The ability to achieve professional results at home without the expense and time of a dental office visit is another powerful product positioning.

Although use of most oral care product types has remained relatively steady over the past five years, consumer concern about the state of their oral health has notched down in the recession and its wake—a factor that oral care marketers must address to protect sales from similar slippage. According to Experian Simmons data, the percentage of adults who agree with the statement, “I am concerned about the health of my teeth and gums,” dropped from 64.0% in 2008 to 60.6% in 2012.

Oral Care Products in the U.S., 8th Edition examines the market for oral care products within the context of broader HBC market trends in new product development and marketing. The major categories covered are toothpaste, mouthwash/dental rinses, toothbrushes, dental tools/accessories, tooth whiteners, dental floss/flossers, oral pain relief, and portable oral care. To fully address the forces driving this market, **Oral Care Products in the U.S.** presents not only market sizing and sales data, new product

introductions, and market positioning strategies, but also the lifestyle patterns and the financial, social, and governmental and regulatory context that frames the success of products within the retail oral care market.

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