

A YEAR OF INNOVATION IN ORAL CARE, 2022

The cost of living crisis will drive more affordable private label innovation. A mindset shift also creates opportunity for more NPD focused on self-care.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Our pick of the most innovative launches in this review
- Innovation opportunities in oral care, 2022

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: private label NPD can expand amid a cost of living crisis

- Emphasise the cost-saving merits of private label
- Opportunity for more private label NPD
 - Graph 1: private label oral care launches, 2017-22
- Eco, premium and natural themes inspire private label NPD

Europe: stress the efficacy of natural products

- Meet interest in natural NPD and champion alternatives to fluoride
- Organic and all-natural NPD can expand
 - Graph 2: oral care launches with all natural or organic claims, 2017-22
- Innovative natural NPD conveys efficacy
- Trust in Aquafresh bodes well for its Naturals range

The Middle East & Africa (MEA)

- Meet the growing demand for natural and eco claims
- Meet the growing demand for natural and eco claims
 - Graph 3: top four fastest-growing claims in oral care, 2017-18 vs 2021-22
- NPD promotes naturalness, sustainability and germ protection

ASIA PACIFIC (APAC)

Asia: focus on round-the-clock morning and night specialisation

- Drive use of separate specialised day/night formulas
- Day/night formulas appear in toothpaste...
- ...and mouthwash

Asia: use probiotics to tap into wellbeing trends

- Tap into wellbeing trends with probiotics
- Probiotic claims are increasing

A year of innovation in oral care, 2022

- Graph 4: oral care launches (excluding toothbrushes) with probiotic claims, 2017-22
- Probiotic NPD appears across oral care segments
- Probiotic formulas align with the 'skinification' of oral care trends

Australia & New Zealand: blur with beauty, focus on efficacy and disrupt with unique flavours

- Flavour innovation, at-home whitening and focus on efficacy

THE AMERICAS

North America: continue with a holistic oral care approach

- Align with ongoing wellness trends
- Experiment with flavours that evoke feelings of wellness
 - Graph 5: top ten flavour components in toothpaste and mouthwash, 2021-22
- Wellness NPD champions alternative remedies and soothing formulas
- Twice. links oral health to overall health through a wellness positioning

North America: amplify the benefits of dental ancillaries

- Add value to routines with innovative ancillaries
- Ease of use is the top claim in dental ancillaries
 - Graph 6: top ten claims in dental ancillaries, 2021-22
- Excite consumers with disruptive dental ancillaries
- Starter kits make flossing on the go easier

Latin America: meet consumer interest in natural and eco NPD

- Eco-friendly and botanical claims are the fastest growing
 - Graph 7: oral care launches by the top four fastest-growing claims, 2017-18 vs 2021-22
- Innovations tap into natural and eco trends

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