

A YEAR OF INNOVATION IN ORAL CARE, 2023

Efficacy is a top priority for consumer, but eco-ethical claims remain key and can be a way to encourage trade up, particularly when coupled with novel ingredients.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Oral Care

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: ethical & environmental claims continue to grow

- Continue to innovate with eco-claims
- Look beyond eco-friendly packaging
 - Graph 1: oral care launches by select ethical & environmental claims, 2018-19 vs 2022-23
- NPD brings a new spin to eco claims
- Make eco-friendly fun!

Europe: efficacy claims are a big draw for consumers

- Gum protection and decay prevention could garner a higher price
- Put a focus on niche functional claims
 - Graph 2: toothpaste and mouthwash launches by select functional claims, 2018-19 vs 2022-23
- Gum health is the focus of niche NPD

The Middle East & Africa (MEA)

- Spotlight on fast-growing and prevalent claims
 - Graph 3: oral care launches by top three fastest-growing claims, 2018-19 vs 2022-23
 - Graph 4: oral care launches by top three most established claims, 2022-23
- Focus on tradition, infused bristles and on-the-go options

ASIA PACIFIC (APAC)

Asia: innovative flavours tap into wellness themes

- Uplift consumers mood with novel flavours
- Use novel flavours to stand out among a sea of mint
 - Graph 5: toothpaste and mouthwash launches by select flavour components, 2018-19 vs 2022-23
- Niche NPD looks beyond mint to novel flavours
- Elevate a traditionally mundane category with high-end collaborations

A year of innovation in oral care, 2023

Asia: more frequent mouth cleaning lends itself to on-the-go NPD

- Offer on-the-go products that promote oral health
- Innovate for post-meal oral care with convenience claims
 - Graph 6: oral care launches by select convenience claims, 2018-19 vs 2022-23
- Innovation sees more on-the-go formats
- Convenience continues into toothbrush innovation

Australia & New Zealand (ANZ)

- Spotlight on fast-growing and prevalent claims
 - Graph 7: oral care launches by top three most established claims, 2022-23
 - Graph 8: oral care launches by top three fastest-growing claims, 2018-19 vs 2022-23
- Standout innovation focuses on natural and on-the-go trends

THE AMERICAS

North America: efficacy remains a top priority for consumers

- Demonstrate superior efficacy for prevention rather than cure
- Learn from facial skincare to grab consumer attention with front of pack claims
 - Graph 9: toothpaste and mouthwash launches by select functional claims, 2018-19 vs 2022-23
- Explore new ways to showcase efficacy on pack
- Innovation hones in on nighttime routines

North America: innovation continues to be inspired by eco trends

- Sustainability is a must-have
- Make bolder eco-ethical moves
 - Graph 10: oral care launches by select ethical and environmental claims, 2018-19 vs 2022-23
- Continue to launch eco-inspired NPD
- Concentrated mouthwashes positioned as reducing waste

Latin America: botanical claims can grow

- Look to botanical ingredients for new eco claims
 - Graph 11: oral care launches by the top three fastest-growing claims, 2018-19 vs 2022-23
- Call out natural ingredients

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