

# 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

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## 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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