

PATENT INSIGHTS: ORAL CARE

The naturals trend in oral care is evident in patent filings, with eco-friendly options and beauty crossovers becoming the focus of innovation.



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Report Content

- At a glance
- Mintel's perspective

WHAT CONSUMERS WANT AND WHY

- Eco-concerns continue to intensify
- Tap into natural and eco trends to meet consumer demands
- Eco-friendly will become an expectation
 - Graph 1: interest in eco-friendly oral care product innovations, 2021
- Add value with beauty, superior benefit and wellness themes
 - Graph 2: ingredients that consumers would like to see in oral care products, 2021

PRODUCT INNOVATION TRENDS

- Innovate with eco/natural formulas in oral care
- Disrupt with on-trend beauty ingredients...
- ...and formats, textures and terminology
- Australian skincare brand blurs the boundaries between beauty and oral care
- Powerhouse Ayurvedic and herbal formulas on display

THE PATENT LANDSCAPE

- Patent activity in oral care remains consistent
 - Graph 3: patent families pertaining to oral care, by year, 2012-22 (to March)
- Leading territories for active individual patent grants are China (11%), US (10%), Japan (8%), Germany (7%) and France (7%)
- Colgate-Palmolive outshine others with the majority of granted patents for oral care
 - Graph 4: top 10 organisations with active* oral care** patent families globally, 2012-22 (to March)

Oral care sees eco-friendly ingredients

- Biodegradable components
- Fermented seaweed extract
- Environmentally friendly oral health products

Help oral health benefit from the appeal of plant extracts used in beauty

- Dentifrice regulates the oral cavity microbiome
- Plants aid healthy teeth

Patent insights: oral care

- Balance in oral flora prevents bad breath

Tout aesthetic appeal and the oral health benefits of natural solutions

- Botanicals with teeth whitening claims
- Influence of natural ingredients on healthy gums & teeth

THE IMPLICATIONS

- Disrupt the busy natural and eco space

APPENDIX

- Selected patent examples in oral care
- Research methodology
- Shape your future with Mintel bespoke patent analysis

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