

# THE FUTURE OF ORAL CARE: 2023

Oral care is morphing from a hygiene-focused to a wellness-centric category. Integrated devices alter product expectations as consumers seek diagnostics and expertise.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- Mintel recommends: in the next two years
- Mintel recommends: in five years and beyond

## IN THE NEXT TWO YEARS

### "Skinify" the oral care regimen

- Create synergy between skincare and oral health
- Differentiate AM and PM routines
- Mimic facial skincare formats
  - Graph 1: top facial skincare product formats, 2020-22
- Beautify the oral care category
- Boost advantages beyond whitening
- Minimize time commitments while expanding benefits
- Explore the effects of mouth tape
- Innovate beyond hygienic claims
- Regional perspective: beauty regimens expand to hygienic categories

### Engage dental influencers to expand education

- Provide direction for shoppers
- Explore DentalTok to forge connections
- Establish partnerships with DentalTok professionals
- Prove and disprove the validity of viral products
- Use hashtag growth to predict trends
- Show the human side of celebrities
- Lead with honesty
- Regional perspective: unreliable information sources alter educational needs

### Look beyond price to drive value in oral hygiene

- Offer premium preventive products
- Delve deeper with diagnostic tools
- Justify price increases with probiotics
- Market focus: APAC
- Connect dental health to general health

# The Future of Oral Care: 2023

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- Focus on affordability
- Customize offerings by demographic
- Elevate the experience with luxury oral care

## IN THE NEXT FIVE YEARS

### **Cultivate connectivity between dental tools and health apps**

- Generate oral health report cards
- Monitor at-home oral health behaviors
- Promote tracking beyond the bathroom
- Increase the accessibility of oral tech
- Offer tailored solutions for specific dental conditions
- Make the execution simple
- Regional perspective: diagnostic information is desired

## KEY TAKEAWAYS

- Key takeaways

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