

Oral Care in the US

May 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Performance driven by rippling inflationary environment and post-pandemic interest in oral health

Electric toothbrushes leads growth due to efficacy and innovation

Beauty formats bring variety to whitening innovation

PROSPECTS AND OPPORTUNITIES

Oral care tools act as an opportunity for adjacent diversification

Investment in young consumers creates early habits and brand awareness

Clean oral care supports the consumer desire for "better for you" products

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2018-2023

Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Toothbrushes by Category: Value 2018-2023

Table 4 - Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 6 - NBO Company Shares of Oral Care: % Value 2019-2023

Table 7 - LBN Brand Shares of Oral Care: % Value 2020-2023

Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 9 - LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 10 - Forecast Sales of Oral Care by Category: Value 2023-2028

Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 12 - Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Beauty and Personal Care in the US - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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