

# Oral Care in the United Kingdom

May 2024

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## Oral Care in the United Kingdom - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales driven by the continual popularity of oral care routines at home A growing preference for dentures is driving up sales of denture care Whitening products continue to gain popularity, influenced by TikTok

#### PROSPECTS AND OPPORTUNITIES

Rising awareness of oral health importance will continue to propel category growth The "smart" era of electric toothbrushes will be primary factor in future growth Sustainability will continue to drive innovation in oral care

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