

# The Changing Landscape of Oral Care

Jason Nesta  
September 30, 2021



THINKING OF TOMORROW

[omya.com](http://omya.com)



## Smoldering embers of change

“

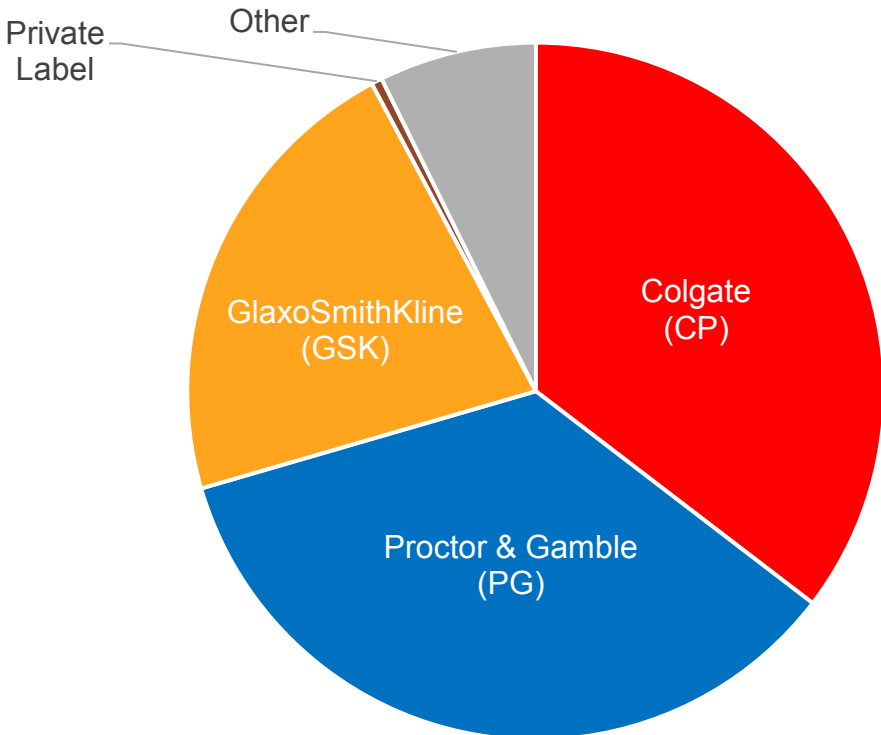
*Lethargy, bordering on sloth should remain the cornerstone of an investment style.*

-Warren Buffett



# 2016/2017

2017 Toothpaste Market Share (%)



Highly regulated market

Category growth is sluggish

Market dominated by 3 players (92%)

Innovation is very technical

E-Comm and D2C are well established, but OC still primarily brick & mortar

(market share data reference Mintel 2020 Oral Care Report North America)



# The Big Three

CP and PG are competing for #1

Ad spending, new launches, innovation focused on Whitening & Multi-Benefit

Colgate Optic White vs Crest 3DWhite

Colgate Total vs Crest Pro-Health

GSK building credentials in therapeutic space

Expanding Sensodyne brand beyond sensitivity

a Struggling to drive category growth with more premium offerings



(all images and price reference from Mintel New Products Database)



# Independent Brands

## Blurring the lines between OC and Beauty

Natural formulations are prominent

Ingredient-driven concepts gaining momentum

Charcoal

Coconut Oil

Beauty brands testing the tooth whitening waters



2017-Sep  
\$9.99 (\$8.81/100g)

2016-Jul  
\$9.79 (\$8.63/100g)



2017-Jan  
\$22.00 (\$531.40/100g)  
Sephora.com



2017-Mar  
\$24.00 (\$352.42/100g)  
Sephora.com

<sup>a</sup> Capturing consumer interest and commanding a higher price point via e-comm/D2C

(all images and price reference from Mintel New Products Database)

# Small players disrupt the space

Moon oral care launched in 2018 with a strong focus on lifestyle

Partnering with Kendall Jenner allowed the brand to enter the space in a different way – focusing on how the products fit into

Quip electric toothbrushes and subscription service launched in 2015 online with a mission to help motivate Americans to brush their teeth twice a day

Sleek, attractive brush design plus a lower price point (\$45 vs. \$270 or \$140 for established players Phillips and P&G, respectively)

Target added Quip to their stores (in-store and online) in 2018

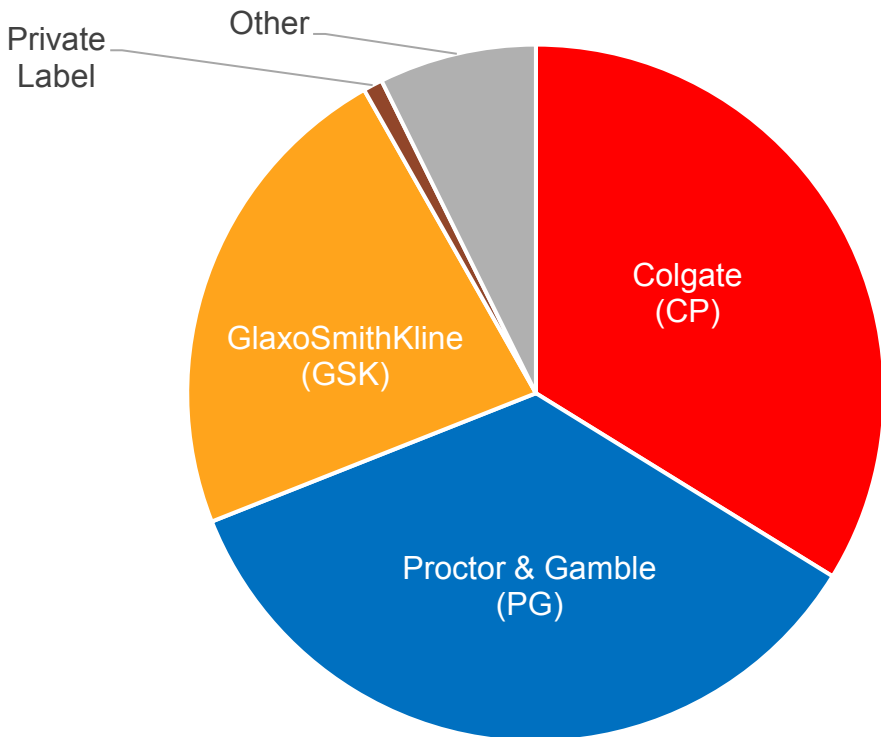
**ELEVATE  
YOUR ROUTINE**

MOON is the ultimate oral beauty experience: simple, powerful, beautiful.



# 2018/2019

## 2019 Toothpaste Market Share (%)



(market share data reference Mintel 2020 Oral Care Report North America)

## Adapting to Gen Z spending power

More time and comfort online

Expect brands to act ethically

Value individual expression



# The Big Three

CP and PG take cues from the indie brands

New ingredient-focused product lines

Whitening products repositioned towards the beauty space

GSK continues therapeutic path, successfully

Expanding into gum care



<sup>a</sup> Ingredient-focused concepts are successful in mass market

(all images and price reference from Mintel New Products Database)



# Independent Brands

Expanding number of brands and offerings

The expectations of natural brands evolve

Vegan / Sustainable / Recyclable / Ethical

Ingredient-driven concepts continue to expand

Salt

CBD / Hempseed Oil

Experimenting with new forms and devices



2019-Apr  
\$6.99 (\$6.16/100g)



2019-Sep  
\$12.00 (\$16.04/100g)



2017-Mar  
\$5.99 (\$5.03/100g)



2018-May  
\$19.99  
(\$66.52/100g)



2019-May  
\$19.99  
(\$751.50/100g)



2018-May  
\$14.00  
(\$1.00/unit)



2018-Dec  
\$10.99  
(\$742.57/100g)

(all images and price reference from Mintel New Products Database)



## Kindling and accelerant

“

*Times and conditions change so rapidly that we must keep our aim constantly focused on the future.*

- Walt Disney



# Self-care

## Self-care was top of mind

- a Healthy lifestyle and wellness took on a new meaning and priority

## Consumers reevaluate and look for balance

- a Applied across the board as they took a pause and step back

## Self-care routines replaced individual beauty

- a



# Zoom Culture

Meetings moved from boardrooms to screens

1080p HD spotlight on your face when speaking

Teeth and smile take center stage

- a Heighted self awareness of oral hygiene
- a Desire for better self-care products



# Mask Mouth

## Extended mask wear

Changes breathing patterns

Limits drinking

Dehydration, dry mouth, bad breath

Unchecked - tooth decay and gum disease

- a Heightened self awareness of oral hygiene
- a Desire for better self-care products



# Professional Care Inaccessible

Fear of exposure

Limited appointments

Routine preventative care essentially nonexistent

Professional / Chairside Whitening unavailable

Dental problems go unchecked and worsen

- a Desire for better self-care products
- a Increased openness to new routines



# Other Factors

Global nature of pandemic heightened awareness of global environmental issues

Reduced spending on dining, entertainment, travel, etc.

Increased online shopping

Growing impact of social media influencers



## Blazing fire

“

*Anyone can see a forest fire. Skill lies in sniffing the first smoke.*

- Robert A. Heinlein





# Zoom-ready beauty

Video calls have put a (literal) focus on our faces

- <sup>a</sup> Consumers are more aware of their teeth and smile

Companies are more open to remote and hybrid work schedules

- <sup>a</sup> Virtual meetings and presentations will continue

Consumers are looking to feel comfortable and confident in-front of the camera

- <sup>a</sup> They are looking beyond skin care and make-up to their face as a whole including their oral care



# Social media-

## Self- -up

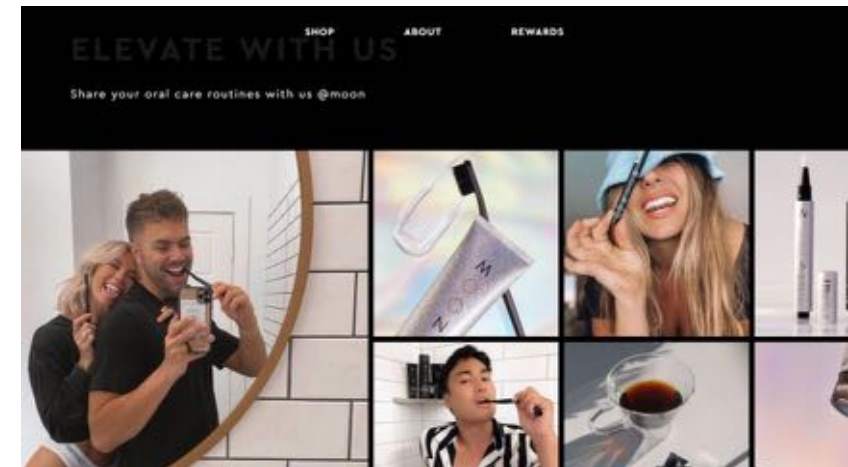
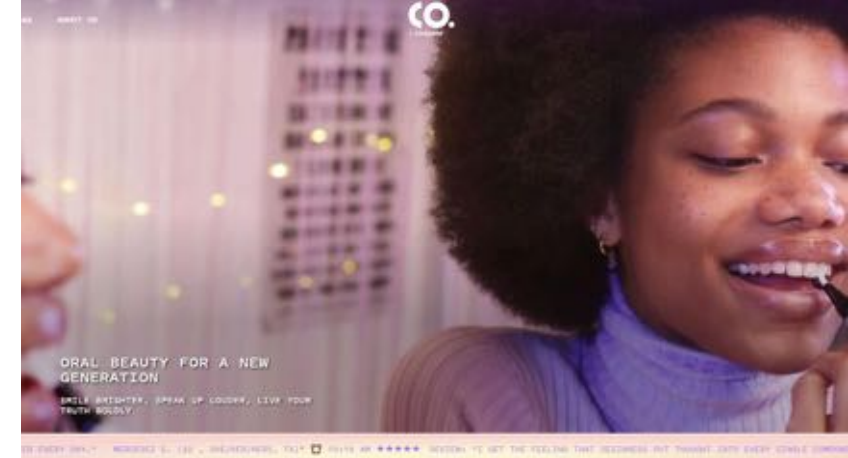
- a Consumers are looking for mini self-care moments throughout the day

When creating posts for social media, consumers are looking for everything to reflect their style

- a Items in the background need to reflect their personal style and values

Consumers are slowly starting to entertain more

- a This will continue to drive demand for products that reflect their style and values



FRESH & FRUITY BUNDLE



MINTY APPLE BUNDLE

# Environmental Awareness

Extreme weather events continue to bring the environment top of mind

- a Consumers are looking ways to reduce their environmental impact and consistently adopt sustainable behaviors

A focus on sustainability and environmental impact continues to inspire new product development

- a Consumers are looking at the sustainability of product packaging, ingredients and manufacturing



**A new landscape emerges**

“

*What matters most is  
how well you walk  
through the fire.*

- Charles Bukowski



## Beyond Whitening

Oral Care is part of the beauty-wellness movement, beyond just tooth whitening

Nourishing the teeth

Revitalizing / detoxifying the gums

Purifying breath / breath therapy

- <sup>a</sup> Beyond functional, creating an emotional connection

**WHITENS &  
NOURISHES  
TEETH**

**RENEWAL**

**GUM  
REVITALIZE**

**BREATH THERAPY**

**SPECIAL CARE ORAL SPRAY**

**SCIENTIFICALLY  
FORMULATED**

# CO. by Colgate

“ CO. by Colgate is an oral care brand that transforms the simple act of brushing your teeth into a ritual for feeling good.”

Available exclusively through Ulta storefront



# Beauty retailers embrace Oral Care

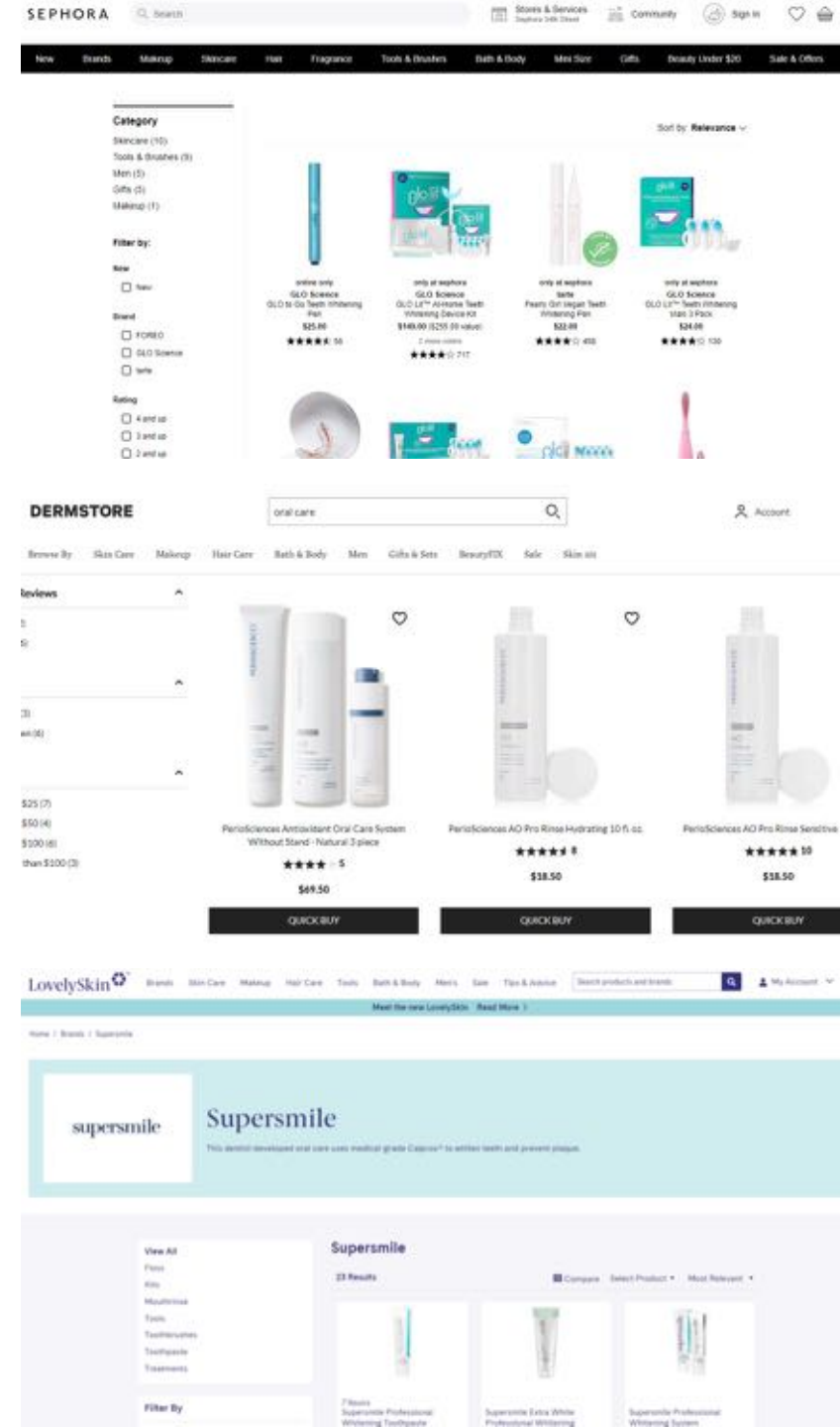
Traditional beauty / skincare outlets are offering oral care lines, including exclusive offerings

Ulta

Sephora

Dermstore.com

LovelySkin.com



# Proctor & Gamble

Embracing trend more holistically across both whitening and therapeutic brands

Whitening Emulsions / Fluoride Free Whitening Serum

Gum Restore / Gum Detoxify / Gum & Breath Purify

Mix of new and repositioning of existing products





# Indie brands

## Brands and offerings growing

Increasing percentage of new product launches coming from independent brands and new start-ups

## Embracing subscription services

## Gaining shelf space in mass market

Hello (CP) and Native (P&G) at Target

Quip, Active Wow, Smile Direct Club, Hello (CP) at Walmart



## Embracing a new vista

“

*If you want something new, you have to stop doing something old*

- Peter F. Drucker



# Beauty Wellness / Self-Care

Oral care will continue to be adopted as part of a broader self-care routine

Brand stories and ingredient selection will become more prevalent purchase drivers

Pre/Pro/Post-biotics

Non-nano hydroxyapatite

Turmeric

As oral beauty continues to expand and evolve, new products will continue to push the category



# Push boundaries: find opportunities to

New products are expanding the category further into the wellness space

Oral sprays to help fall asleep faster and stay asleep

Sustainability continues to inspire packaging / product design

Plastic-free: glass jars, metal / bamboo toothbrushes

Plant-based ingredients: candelilla wax, tea tree oil

Reduced water content: toothpaste and mouthwash tablets



# Push boundaries: look to beauty for inspiration

*“CHRŌM is a tooth polish, can be applied to teeth and removed in a matter of seconds, and lasts for up to 24 hours at a time. It has no taste and comes in brights, whites, black, metallics, glitters, glow*

Evolution of self expression with the luxury of impermanence

cosmetic whitening



Thank you.

“

*Thinking of tomorrow.*



# Synopsis

When you think of beauty and wellness what comes to mind? Skin care, cosmetics, supplements? Today, more consumers are now adding oral care to the list. Wellness and beauty continue to converge and as consumers start looking at personal care more holistically oral care is moving beyond functional benefits to be part of their wellness and beauty routines - as a beauty product, oral hygiene is no longer only a commodity. Join us as we take a closer look at the changing consumer values that have created this new market opportunity. We will explore how oral care has evolved with new forms, hero ingredients, claims language, and even new sales outlets. We will highlight products that stand out and share our insights to help your brand navigate this emerging space.

