



# UNITED KINGDOM ORAL CARE MARKET 2019-2025

## **MARKET OUTLOOK**

Triton's report on the oral care market in the United Kingdom states that the market is expected to grow with a compound annual growth rate of 0.96% over the forecast period of 2019-2025.

<https://www.tritonmarketresearch.com/reports/united-kingdom-oral-care-market#request-free-sample>

The growth of oral care products in the UK is largely due to an improved perception of the importance of oral care in the country. Consumers are spending more time on their oral care routines; for example, brushing teeth twice daily, and in some cases, three times per day is standard for most of the people. These routines also include flossing and using mouthwash, and in many cases also include a tooth whitening treatment. Consumers also enjoy having a fresh breath, which has boosted demand for mouthwash and flossing products. As the UK population continues to age, the number of people with dentures will increase, boosting the need for reliable products to clean them. If new brands enter this category in order to take advantage of this growth potential, denture care could increase faster than expected, at least in terms of volume.

## **COMPETITIVE OUTLOOK**

The notable companies in the oral care market are GlaxoSmithKline Plc, Johnson & Johnson, Church & Dwight UK, Ltd., Colgate-Palmolive UK, Ltd. and Procter & Gamble UK, Ltd.