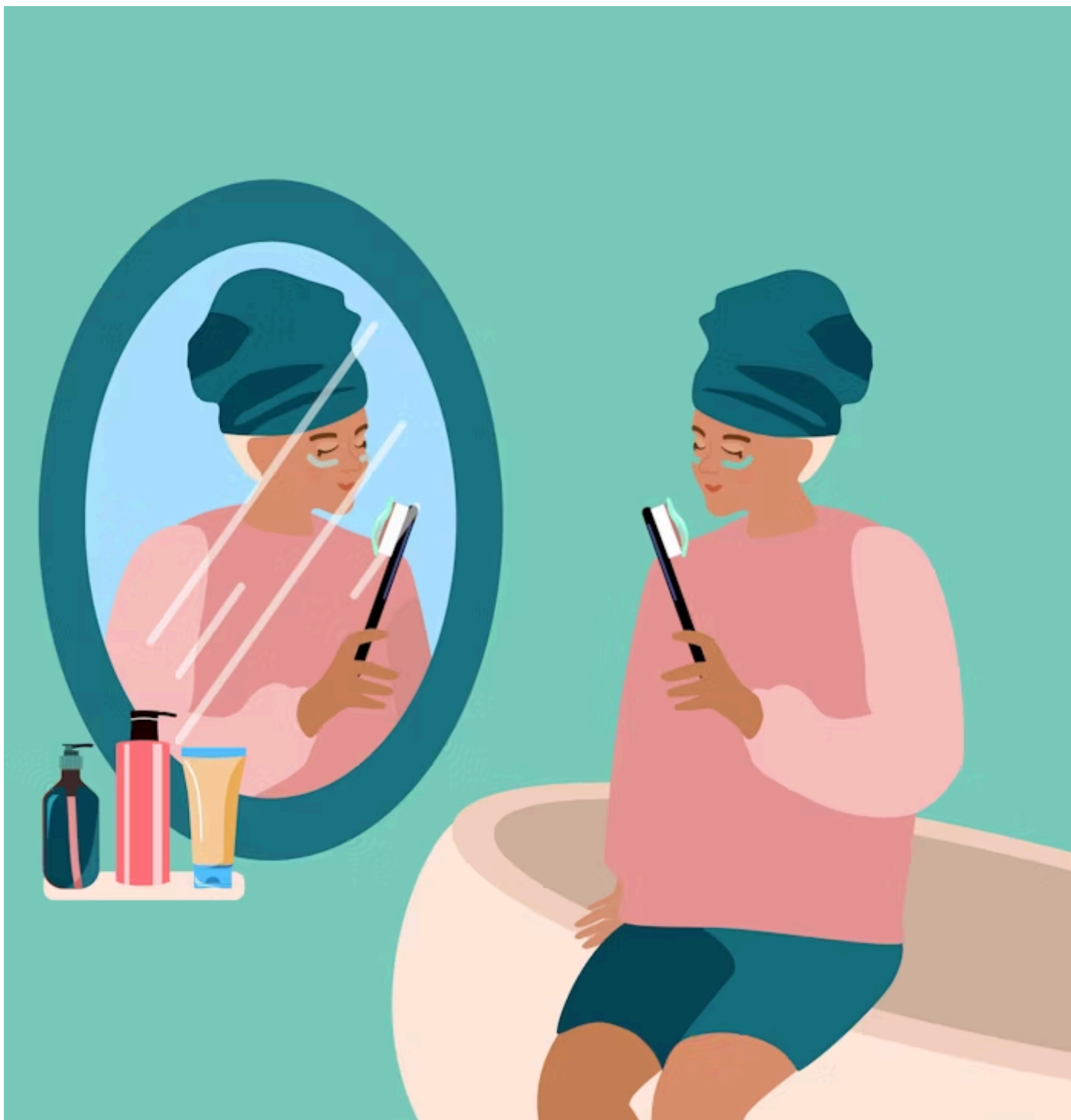


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Inspired by Skin Care, Oral Care Moves Beyond Hygiene

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Oral care is about more than oral health; taking cues from skin care trends, the category is expanding to more holistic care.

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A recent report from Fact.MR shows that **the global oral hygiene product market will reach \$ 24.2 billion^a in 2024** and grow through 2034 at a compound annual rate of 4.2%, totaling \$36.4 billion. Among drivers of the market are a rise in the use of dental picks, tongue scrapers and fluoride rinses, which generally have improved consumers' **oral health**. But the category's

importance in consumers' lives is far more holistic. Here's what brand leaders, marketers and product development teams need to know.

"The landscape of **oral care** is undergoing a significant transformation as it moves beyond hygiene and becomes an integral part of consumers' well-being routines," says Michelle Chavez, vice president of innovation, **Accupac**/Cobalt Labs. "We are learning that oral health has a huge impact on overall health, as the mouth is literally the gateway into the body. And studies have shown stark connections between oral health and heart health, metabolic health and even brain health, reiterating that oral care is more than just about hygiene."

Oral Care's Top Growth Markets



Japan's oral care market will be shaped by an aging population that will require geriatric dental solutions.

Haruki Yoshino at Pexels

The Fact.MR report outlines the key regional growth centers for oral care.

While North America will hold a 27% share of the global oral care market by 2034, the United States will account for 84.1% of that share.

Meanwhile, in Asia, the East Asian oral care sector will expand at a compound annual rate of 5.4% through 2034, dominated by China, which will ultimately hold a 57% share of the region's market.

South Korea is projected to grow more slowly, at 4.2%, while Japan's market will be shaped by an aging population that will require geriatric dental solutions.

Understanding the Shifting Oral Care Sector

"Consumers are increasingly turning to medical professionals for guidance, placing their trust in clinically tested and proven formulations, with dentists becoming the newest type of influencer," says Chavez.

She adds, "Emerging formulations are leveraging known actives, as well as new biomimetic ingredients, to meet consumer demands for safe, effective and sustainable products with clinical, efficacious claims. Additionally, the mainstream adoption of lab-engineered and lab-grown ingredients is driving innovation in oral care, with products designed to adapt to individual needs and provide advanced protection and targeted treatments."

Skin Care Inspires Oral Health

"Formats and textures will take on a more well-being-type positioning and we will see more and more trickle down from skin care, with influence on ingredients, aesthetics and lengthier, differentiated day and night routines," says Chavez.



Moon's Luminous Shine Teeth Serum features hydrating hyaluronic acid, anti-inflammatory and antibacterial aloe vera, and whitening hydrogen and urea peroxides.

Indeed, skin care and skin health have been a significant inspiration space for oral care.

A perfect example of this trend in motion is the 2023 launch of Moon's Luminous Shine Teeth Serum, featuring hydrating hyaluronic acid, anti-inflammatory and antibacterial aloe vera, and whitening hydrogen and urea peroxides. The serum formula is designed to be used with a doe-foot applicator, yet another nod to skin care.

Peptides are also making their mark.

A 2023 paper published in the journal *Bioengineering* noted^b, "The in vitro and in vivo studies included in this review suggested that peptides may have beneficial effects for treating early carious lesions, promoting cell adhesion, enhancing the adhesion strength of dental implants, and in tissue engineering as healthy promoters of the periodontium and antimicrobial agents."

Profound Products's OralTidePro brand, for instance, comprises mouthwash and intensive repair gel designed to counteract tooth decay resulting from loss of protective enamel and periodontal disease-related gum recession. Both contain a trio of peptides:

- a casein phosphopeptide-amorphous calcium phosphate (CPP-ACP) compound, which reportedly remineralizes enamel
- an anti-gingival degeneration peptide (AGDP)
- and the dental remineralization peptide (DRP) amorphous calcium phosphate, which also addresses gingival regeneration

The peptide are reportedly produced via hydrolysis and "purified using membrane ultrafiltration," per the company.

In addition to its peptides, the repair gel also features the antibacterial and anti-inflammatory sweetener xylitol as well as bicarbonate of soda and coconut oil.

The remineralization claim is on-trend. Chavez notes, "Focused on oral care as health care, Accupac's development department, Cobalt Labs, has formulated a new Remineralization Toothpaste that uses hydroxyapatite, which has been

shown to not only repair enamel and dentin, but also proactively prevent and inhibit demineralization.”

The biomimetic ingredient has been the focus of recent research. Per a 2022 paper^c published in the journal *Odontology*, “In vitro and in situ studies are demonstrating promising results of HAP [hydroxyapatite] toothpastes on the remineralization of enamel lesions and preventing/reducing demineralization. Specifically, research appears to demonstrate either its superiority or equivalency to fluoride toothpaste as anti-caries agents.”



Remineralization of the teeth is a key on-trend claim tied into overall oral care health.

Guilherme Almeida at Pexels

Probiotics are also a key area of innovation.

For instance Lallemand’s 6 sulfated EPS, derived from marine microorganism metabolites, was developed to prevent the formation of pathogen biofilms on skin and in oral care applications.

Biofilm prevention is critical, as pointed out in a 2024 review article in the open-access journal *Biofilms and Microbiomes*^d: “Dental caries [are] commonly mediated by biofilm. A crucial property of probiotics is the ability to inhibit or eliminate the growth of biofilms and pathogenic microorganisms in the oral cavity.”

Among the probiotic oral care launches on the market is Riven’s Probiotic Mouthwash, a pH-balancing formulation designed to balance users’ oral ecosystems.

The formulation comprises “antioxidants, minerals and botanicals that supports [the] saliva’s natural defenses,” per the brand. Key ingredients also include probiotic *Lactobacillus reuteri*, probiotic *Lactobacillus paracasei* and prebiotic inulin chikory root.

As these examples show, oral care and skin care brands alike have the opportunity to tap into skin care trends to expand into new claims, formats and, perhaps, categories.

FOOTNOTES

- ^a www.factmr.com/report/68/oral-hygiene-market
- ^b www.ncbi.nlm.nih.gov/pmc/articles/PMC9952573/
- ^c www.ncbi.nlm.nih.gov/pmc/articles/PMC8930857/
- ^d www.ncbi.nlm.nih.gov/pmc/articles/PMC10894247/



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