

# Oral Care in China

May 2025

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### Oral Care in China - Category analysis

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#### 2024 DEVELOPMENTS

Toothpaste sees premiumisation, which drives value growth

Smaller brands in toothpaste perform well, and uSmile outperforms in power toothbrushes

Dynamic growth for warehouse clubs, as Sam's Club expands in China

### PROSPECTS AND OPPORTUNITIES

Consistent slow growth for oral care as demand expands beyond toothpaste and manual toothbrushes

Toothpaste in China shifts toward specialisation and professional care

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