**Russia: Top five mouthwash brands, 2005-2009 % sharee**

| Type | Share (%) | | | | |
|---|---|---|---|---|---|
| | 2005 | 2006 | 2007 | 2008 | 2009 |
| Lesnoy Balsam (Kalina) | 33.8 | 31.2 | 32.0 | 29.6 | 37.4 |
| Colgate Plax (Colgate-Palmolive) | 24.0 | 25.4 | 16.7 | 16.8 | 21.7 |
| Oral B (P&G) | 18.2 | 19.2 | 17.4 | 18.1 | 18.1 |
| Pepsodent (Church & Dwight) | 9.4 | 11.8 | 9.9 | 11.7 | 9.6 |
| Vesna (Firma Vita) | 8.4 | 11.8 | 7.0 | 7.1 | 6.7 |

*Source: COMCON Pharma*

special complex for tooth whitening and the company says the products can lighten teeth by up to seven shades. According to specialists from SPLAT-Kosmetika, one of Russia's oral care manufacturers, SPLAT Extreme White Toothpaste has no competitors in the market. The toothpaste whitens teeth by up to five shades instantly and doesn't use harsh abrasives. The bleaching substance itself is encapsulated in microgranules which don't start working until they hit the tooth's surface.

## Neglected areas

In Europe sales of mouthwashes, dental flosses and electric toothbrushes are comparable to sales of toothpastes, however in Russia toothpastes absolutely dominate the oral hygiene category. The majority of Russians do not use dental floss at all. According to the general director of Firma Vita, Mikhail Borets, despite the efforts of dentists, only 1% of the Russian population uses dental floss. "Dental flosses require extra time which we don't have. In the morning we rush to work, in the evening we are tired after work and these things tend to get neglected," he says. Manufacturers need to keep up to speed if they are to tempt Russian consumers into parting with more money and to take their oral hygiene routine a bit more seriously.

# Brazil
# Upward trajectory

**Ongoing concern about oral health in Brazil** is driving oral hygiene manufacturers to launch many different products in this category in order to get consumers to take this subject more seriously

According to Factor de Solução/The Kline Group, the oral hygiene sector in Brazil represents just 9% of the total C&T market there. Oral hygiene is not the smallest segment, with colour cosmetics being even smaller, representing 8% of the market, but this is still not very promising.

Oral hygiene experienced a 10% average growth between 2003 and 2008, representing the smallest growth of all C&T sectors. Mouthwashes, products which are relatively new in Brazil, were responsible for maintaining the level of growth of the category, since the growth here was around 21%, the biggest of the whole category.

## Consumer preference

The dominance of toothpastes in the oral hygiene arena gives a hint of Brazilian consumer preferences. The high usage of so-called family toothpastes, traditionally simple toothpastes with little differentiation, shows that companies in this market compete fiercely when it comes to cost and pricing levels to win over customers. These products are sold mostly in markets and supermarkets where people pick them up at their convenience when they do their weekly shop.

Companies, however, are starting to differentiate themselves in this field and are trying to make more of a name for themselves. Colgate (Colgate-Palmolive) now has more than 17 lines of toothpastes including professional whitening, sensitive, freshening, protection against cavities and children's variants. Procter & Gamble, manufacturer of Crest, said to be the first fluoride toothpaste clinically recognised as being effective at preventing cavities, began supplying the Brazilian market at the beginning of 2009 which proved a big turning point. In Brazil, there are now nine different toothpastes under the Crest brand, including protecting and whitening versions. Unilever has a brand of toothpaste called Close-up, which includes toothpastes with different kinds of benefits including whitening, freshening and tooth strengthening. The company also has a fairly unique product called Liquifresh which is a mix of mouthwash and toothpaste in a liquid oral gel. All of these new benefits and added innovations are helping the oral hygiene category improve and obviously gather more interest for a category which can be seen as a bit sedentary.

## Pricing power

People who are extremely price conscious represent a significant share of the oral hygiene products consumer base. However, the increase in income as a whole among less affluent people in Brazil has also made the consumption of these products more commonplace.

Toothpastes are the most popular oral care products in Brazilian households, and this situation should remain the case in the coming years, since the main players in the market are expected to grow above and beyond market expectations. Mouthwashes are entering the market more and more, with average growth of

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**After many years of oral hygiene apathy, Brazilians are starting to take the subject seriously**

double that was predicted. Toothbrushes have also moved in the direction of more sophisticated items, with tongue cleaners, gum massagers and other new innovations being seen in the past year.

The reason for the low penetration of oral hygiene products, apart from toothpastes, is probably to be found when one looks at the fact that Brazilians have never put this sector at the top of their list of priorities. Oral hygiene sales are limited by family income, meaning that toothpastes are inevitably more popular, simply because they cost less.

More companies are starting to pay attention to other features such as whitening and refreshing benefits, and tongue cleaners and gum massagers in order to meet higher-end consumer expectations, and to boost the consumption of this market overall. The general rule in the country is the more added value benefits there are, the more Brazilians will like something.



### Hygiene highlights

Oral hygiene in Brazil is split between three main players – Procter & Gamble (toothbrushes), Colgate-Palmolive (toothpastes) and Johnson & Johnson (mouthwashes). In general, these three players dominate most of the market. Leading brands such as Oral B (P&G), Colgate (Colgate-Palmolive) and Listerine (Johnson & Johnson) will continue to extend their dominance of oral hygiene products in the coming years through increasing market segmentation, supplementing this with greater product innovation and better availability.

Oral B was the first brand to start the market segmentation trend when it came to toothbrushes. Maintaining its primary function, which is of course to clean the teeth, P&G started to launch products with added value, such as antibacterial protection, plaque removal and cleaning and focusing on areas which were beyond the reach of the standard toothbrush. Following the market differentiation trend while also starting to add value to its own products, Colgate-Palmolive also launched some new toothpaste variants.

In order to catch the attention of more consumers, the major manufacturers are investing in advertising and strong merchandising, which is the single most important tool in their marketing arsenal to help build sales and drive awareness of how important it is to look after one's teeth.

Television advertisements are common and companies also use dentists and other oral hygiene professionals to highlight the benefits of their new ranges to as broad a market as possible.

To amplify product appeal, price promotions at the point of sale are also popular and appear to be very effective at increasing the sales of oral hygiene products.

### Adding value

Sales of oral hygiene products in Brazil are expected to increase in terms of both manufacturers' sales and unit volume. This will happen because of the constant stream of new product launches which will offer manufacturers the opportunity to increase prices in exchange for greater added value and product benefits. As expected, the mouthwash category is set to grow more than any other in the next five years so this is an area to watch.

Manufacturers are following the international trend towards multifunctional added value products, which is currently driving the global C&T market and this is reflected in the types of products that have been appearing.

After many years of apathy, Brazilians are turning their attention towards this sector in greater numbers which is interesting. As long as manufacturers continue to up the ante and keep launching new lines, the sector should get bigger and bigger.