

The Grocer

Focus On: Oral care

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Oral care's challengers are going places. In the past few months, one has hired a major UK celebrity as brand ambassador, another has won £200k of TV ad spend, and a third has bagged a Grocer Gold Award. And plenty of them are winning share in grocery thanks to being sustainable, stylish, innovative and ambitious. So, who are the rising stars of oral hygiene – and what's their appeal?

Challengers: Which smaller brands are shaking up the oral care market – and how? What makes them stand out from the crowd? What have been their major achievements of late? How are they performing at tills? What's driving those sales? And what ambitions do the brands have? Which ones are most likely to be snapped up by a major supplier?

Powerhouses: How are the category's biggest players responding to challenges from smaller brands? How are they innovating and marketing themselves?

Sustainability: It's a major topic for brands of all sizes. Who's doing what in this area? And who's doing it best?