

The Grocer

Focus On: Oral Care

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Intro:

- How are sales looking across oral care's sectors?
- What's driving value and volume gains?
- Who are the brands and retailers enjoying greatest success?
- What trends are they tapping?

Performance:

- Who are the brands adding premium products that promise greater efficacy?
- What products are they launching – and at what price points?
- What claims are their products making – and how are they being communicated to shoppers?
- What's the science behind their innovations?
- What shoppers needs are they aiming to satisfy?

Single-use plastic: oral care brands continue to move away from it

- Which brands and retailers are leading the anti-plastic movement?
- What alternatives do they offer?
- How effective are their efforts – and how are they being communicated to consumers?

Ranging & merchandising:

- Which major retailers are paying greatest attention to oral care?
- Which brands and products are they opting for?
- How are they merchandising them?

Children:

- How are brands and retailer supporting kids' oral health?
- How effective are their efforts?

Innovations: We will profile three new products or ranges. We need launch date, rsp, and a hi-res picture of each.