Oral Care

November 2011

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ORAL CARE IN THE UNITED ARAB EMIRATES - CATEGORY ANALYSIS

HEADLINES

- Current value sales of oral care grow by 8% in 2010 to reach AED358 million
- Promotional and awareness campaigns continue spurring sales in 2010
- Manual toothbrushes achieve the highest current value growth of 9%
- Procter & Gamble Gulf leads oral care in 2010 with a 35% retail value share
- Oral care is expected to post a constant value CAGR of 5% during the forecast period

TRENDS

- Oral care grew by 8% in current value terms in 2010 to reach AED358 million, up from AED332 in 2009. The lower growth rate in 2010 compared to the 11% current value CAGR registered over the review period was mainly volume driven, as the low population growth and exodus of expatriates during the year impacted oral care's consumer base.
- Promotion and awareness remains the key theme in oral care in 2010, especially as the United Arab Emirates lags behind many parts of the world in oral care standards. Leading manufacturers like Procter & Gamble and Unilever have increased awareness campaigns for oral care through educational campaigns and charities. A number focussed on installing a daily oral care regimen. Amongst the campaigns launched during the year was the Healthy Smiles Day, an event educating children about the importance of oral hygiene that was arranged by the Ministry of Health and Procter & Gamble's Oral-B and Crest.
- Manual toothbrushes was the fastest-growing category with current value growth of 9% in 2010. These remain one of the most significant products within oral care and with increasing awareness of dental hygiene consumers in the UAE are changing their toothbrushes more often. In addition to lower demand for power/electric toothbrushes, given their high unit prices, the increasing oral hygiene awareness has started bearing fruit, with consumers changing their manual toothbrushes more frequently than before.
- Toothpaste is the most popular oral hygiene product with a 62% value share in 2010, followed by manual toothbrushes with 33%. The frequency of purchasing explains the large gap in value shares, as toothpaste is purchased on a bimonthly or monthly basis, whereas manual toothbrushes are purchased quarterly or even more rarely. Together, both toothpaste and manual toothbrushes accounted for 95% of total oral hygiene sales during the year.
- Oral hygiene is still a mass market area in the United Arab Emirates as it is not developed enough to support premium products. As far as toothpaste is concerned, the market only offers mass brands, although prices vary slightly from brand to brand, with Sensodyne being slightly more expensive than Colgate, for example.

COMPETITIVE LANDSCAPE

- Procter & Gamble Gulf led oral care in 2010 with a retail value share of 35%, up by one percentage point on 2009. The company's sustained leadership is due to the entrenched popularity of its two main oral care brands – Oral-B and Crest. The former is the best-selling toothbrush brand in the United Arab Emirates, whilst the latter is the second largest toothpaste, just behind Colgate. In terms of brands, Colgate retained the best-selling brand position in the United Arab Emirates with a retail share of 25% of total value sales in 2010.
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PROSPECTS

- There will be an opportunity in oral hygiene to attract more consumers by raising awareness of the importance of dental hygiene and healthy teeth and gums. Health awareness and education is increasing as the Ministry of Health will continue to aspire to and implement strategies to bring the United Arab Emirates up to Western standards. This is particularly evident in schools, where sponsored campaigns by Procter & Gamble or Unilever are regularly carried out.
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CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2005-2010

AED million	2005	2006	2007	2008	2009	2010
Dental Floss						
Denture Care						
Mouth Fresheners						
Mouthwashes/Dental Rinses						
Tooth Whiteners						
Toothbrushes						
Toothpaste						
Oral Care						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Oral Care total excludes the category total for manual and power toothbrushes

Table 2 Sales of Oral Care by Category: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 Total
Dental Floss			
Denture Care			
Mouth Fresheners			
Mouthwashes/Dental Rinses			
Tooth Whiteners			
Toothbrushes			
Toothpaste			
Oral Care			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note: Oral Care total excludes the category total for manual and power toothbrushes

Table 3 Sales of Manual and Power Toothbrushes by Type: Value 2005-2010

AED million

	2005	2006	2007	2008	2009	2010
Manual Toothbrushes						
Power Toothbrushes						
- Battery Toothbrushes						
-- Battery Toothbrush Replacement Heads						
-- Battery Toothbrush Units						
- Electric Toothbrushes						
-- Electric Toothbrush Replacement Heads						
-- Electric Toothbrush Units						
Toothbrushes						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Manual and Power Toothbrushes by Type: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 Total
Manual Toothbrushes			
Power Toothbrushes			
- Battery Toothbrushes			
-- Battery Toothbrush Replacement Heads			
-- Battery Toothbrush Units			
- Electric Toothbrushes			
-- Electric Toothbrush Replacement Heads			
-- Electric Toothbrush Units			

Toothbrushes	8.2	11.3	70.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2006-2010

% retail value rsp

	2006	2007	2008	2009	2010
Children's					
Sensitive					
Standard/Traditional					
Therapeutic/Medicinal					
Total Care/Complete Care					
Whitening					
Others					
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Oral Care Company Shares 2006-2010

% retail value rsp

Company	2006	2007	2008	2009	2010
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Oral Care Brand Shares by GBN 2007-2010

% retail value rsp

Brand	Company	2007	2008	2009	2010

Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Oral Care by Category: Value 2010-2015

AED million

	2010	2011	2012	2013	2014	2015
Dental Floss						
Denture Care						
Mouth Fresheners						
Mouthwashes/Dental Rinses						
Tooth Whiteners						
Toothbrushes						
Toothpaste						
Oral Care						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note: Oral Care total excludes the category total for manual and power toothbrushes

Table 9 Forecast Sales of Oral Care by Category: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Dental Floss		
Denture Care		
Mouth Fresheners		
Mouthwashes/Dental Rinses		
Tooth Whiteners		
Toothbrushes		
Toothpaste		
Oral Care		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note: Oral Care total excludes the category total for manual and power toothbrushes

Table 10 Forecast Sales of Manual and Power Toothbrushes by Type: Value 2010-2015

AED million

	2010	2011	2012	2013	2014	2015
Manual Toothbrushes						
Power Toothbrushes						
- Battery Toothbrushes						
-- Battery Toothbrush Replacement Heads						
-- Battery Toothbrush Units						
- Electric Toothbrushes						
-- Electric Toothbrush Replacement Heads						
-- Electric Toothbrush						

Units	
Toothbrushes	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Manual and Power Toothbrushes by Type: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Manual Toothbrushes		
Power Toothbrushes		
- Battery Toothbrushes		
-- Battery Toothbrush Replacement Heads		
-- Battery Toothbrush Units		
- Electric Toothbrushes		
-- Electric Toothbrush Replacement Heads		
-- Electric Toothbrush Units		
Toothbrushes		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

BEAUTY AND PERSONAL CARE IN THE UNITED ARAB EMIRATES - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Economy Slow To Recover From Crisis

The economic slowdown that hit the UAE in mid 2008 continues to dampen demand as population growth remains constrained and consumer spending is lower due to the uncertain climate. Nonetheless, all categories are forecasted to grow at higher rate than of the review period in constant terms, reflecting the expected recovery of the economy over the next five years.

New Products and Promotions Stimulate Demand

Manufacturers responded to lower consumer demand by stimulating the market with new products and promotional activities. New products were rife in skin care with anti-aging and antiwrinkle creams leading new launches. Promotions in oral care and in soap helped keep sales buoyant and were led by the major manufacturers keen to keep hold of market share.

Domestic Manufacturers Fall Further Behind International Brands

Domestic manufacturers continued to struggle in most areas of beauty and personal care, with little presence in baby care, bath and shower products, deodorants and oral care. Cosmetics and fragrances fared better, with stronger representation and competitive products from Kamal Osman Jamjoon (cosmetics), Ajmal International and Rasasi Perfumes (both fragrances).

Supermarkets/hypermarkets Remain in Control of Distribution

In addition to being positioned as the domain of weekly shopping, supermarkets/hypermarkets are reinforcing their lead in the distribution of beauty and personal care products. The low consumer confidence has clearly come to benefit these channels, particularly due to their regular promotions and growing interest in their private label beauty and personal care lines.

A Delayed Recovery

Although the global economy had showed signs of recovering by the second half of 2009, the United Arab Emirates has remained mired in recession. The Dubai debt crisis, which erupted in November 2009, has continued to slow economic recovery, and has accordingly fed through into the beauty and personal care industry. Nonetheless, this is expected to be reversed as forecast growth rates are higher than the review period reflecting the expected economic recovery.

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2005-2010

AED million

	2005	2006	2007	2008	2009	2010
Baby Care						
Bath and Shower						
Colour Cosmetics						
Deodorants						
Depilatories						
Fragrances						
Hair Care						
Men's Grooming						
Oral Care						
Oral Care excl Power Toothbrushes						
Skin Care						
Sun Care						
Sets/Kits						
Premium Cosmetics						
Mass Cosmetics						
Beauty and Personal Care						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note 1: Premium cosmetic sales are additionally included within baby care, bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.
Note 2: Sum of categories is greater than market size because the four men's toiletries categories are included in men's grooming as well as in bath and shower, deodorants, hair care and skin care.

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 Total
Baby Care			
Bath and Shower			
Colour Cosmetics			
Deodorants			
Depilatories			
Fragrances			
Hair Care			
Men's Grooming			
Oral Care			
Oral Care excl Power Toothbrushes			
Skin Care			
Sun Care			
Sets/Kits			
Premium Cosmetics			
Mass Cosmetics			
Beauty and Personal Care			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
Note 1: Premium cosmetic sales are additionally included within baby care, bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.
Note 2: Sum of categories is greater than market size because the four men's toiletries categories are included in men's grooming as well as in bath and shower, deodorants, hair care and skin care.

Table 3 Sales of Premium Cosmetics by Category: Value 2005-2010

AED million

	2005	2006	2007	2008	2009	2010
Premium Baby Care						
Premium Bath and Shower						
Premium Colour Cosmetics						
Premium Deodorants						
Premium Fragrances						
Premium Hair Care						
Premium Skin Care						
Premium Sun Care						
Premium Sets/Kits						
Premium Cosmetics						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Premium cosmetic sales are additionally included within baby care, bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.

Table 4 Sales of Premium Cosmetics by Category: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 Total
Premium Baby Care			
Premium Bath and Shower			
Premium Colour Cosmetics			
Premium Deodorants			
Premium Fragrances			
Premium Hair Care			
Premium Skin Care			
Premium Sun Care			
Premium Sets/Kits			
Premium Cosmetics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Premium cosmetic sales are additionally included within baby care, bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.

Table 5 Beauty and Personal Care Company Shares by NBO 2006-2010

% retail value rsp

Company	2006	2007	2008	2009	2010

Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Beauty and Personal Care Company Shares by GBO 2006-2010

% retail value rsp Company	2006	2007	2008	2009	2010

Total		100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Beauty and Personal Care Brand Shares by GBN 2007-2010

% retail value rsp

Brand	Company	2007	2008	2009	2010

Total			100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Beauty and Personal Care by Distr bution Format: % Analysis 2005-2010

% retail value rsp

	2005	2006	2007	2008	2009	2010
Store-Based Retailing						
- Grocery Retailers						
- - Discounters						
- - Small Grocery Retailers						
- - - Convenience Stores						
- - - Forecourt Retailers						
- - - Independent Small Grocers						
- - Supermarkets/ Hypermarkets						
- - Other Grocery Retailers						
- Non-Grocery Retailers						
- - Health and Beauty Retailers						
- - - Beauty Specialist Retailers						
- - - Chemists/Pharmacies						

- - - Parapharmacies/ Drugstores						
- - - Other Health and Beauty Retailers						
- - Mixed Retailers						
- - - Department Stores						
- - - Mass Merchandisers						
- - - Variety Stores						
- - - Warehouse Clubs						
- - Outdoor Markets						
- - Other Non-Grocery Retailers						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- Internet Retailing						
- Vending						
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Sales of Beauty and Personal Care by Category and by Distribution Format: % Analysis 2010

% retail value rsp

	BC	BS	CC	D	DP	F
Store-Based Retailing						
Grocery Retailers						
Discounters						
Small Grocery Retailers						
Convenience Stores						
Forecourt Retailers						
Independent Small Grocers						
Supermarkets/Hypermarkets						
Other Grocery Retailers						
Non-Grocery Retailers						
Health and Beauty Retailers						
Beauty Specialist Retailers						
Chemists/Pharmacies						
Parapharmacies/Drugstores						
Other Health and Beauty Retailers						
Mixed Retailers						
Department Stores						
Mass Merchandisers						
Variety Stores						
Warehouse Clubs						
Outdoor Markets						
Other Non-Grocery Retailers						
Non-Store Retailing						
Direct Selling						
Homeshopping						
Internet Retailing						
Vending						
Total	100.0	100.0	100.0	100.0	100.0	100.0

	HC	MG	OC	SC	SU	SK
Store-Based Retailing						
Grocery Retailers						
Discounters						
Small Grocery Retailers						
Convenience Stores						
Forecourt Retailers						
Independent Small Grocers						
Supermarkets/Hypermarkets						
Other Grocery Retailers						
Non-Grocery Retailers						
Health and Beauty Retailers						
Beauty Specialist Retailers						
Chemists/Pharmacies						
Parapharmacies/Drugstores						
Other Health and Beauty Retailers						
Mixed Retailers						
Department Stores						
Mass Merchandisers						
Variety Stores						
Warehouse Clubs						
Outdoor Markets						
Other Non-Grocery Retailers						
Non-Store Retailing						
Direct Selling						
Homeshopping						
Internet Retailing						
Vending						
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: BC = baby care; BS = bath and shower; CC = colour cosmetics; D = deodorants; DP = depilatories; F = fragrances; HC = hair care; MG = men's grooming; OC = oral care; SC = skin care; SU = sun care; SK = sets/kits

Table 10 Forecast Sales of Beauty and Personal Care by Category: Value 2010-2015

AED million

	2010	2011	2012	2013	2014	2015
Baby Care						
Bath and Shower						
Colour Cosmetics						
Deodorants						
Depilatories						
Fragrances						
Hair Care						
Men's Grooming						
Oral Care						
Oral Care excl Power Toothbrushes						
Skin Care						

Sun Care	
Sets/Kits	
Premium Cosmetics	
Mass Cosmetics	
Beauty and Personal Care	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note 1: Premium cosmetic sales are additionally included within baby care, bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.
Note 2: Sum of categories is greater than market size because the four men's toiletries categories are included in men's grooming as well as in deodorants, skin care, bath and shower and hair care.

Table 11 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Baby Care		
Bath and Shower		
Colour Cosmetics		
Deodorants		
Depilatories		
Fragrances		
Hair Care		
Men's Grooming		
Oral Care		
Oral Care excl Power Toothbrushe		
Skin Care		
Sun Care		
Sets/Kits		
Premium Cosmetics		
Mass Cosmetics		
Beauty and Personal Care		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note 1: Premium cosmetic sales are additionally included within baby care, bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.
Note 2: Sum of categories is greater than market size because the four men's toiletries categories are included in men's grooming as well as in deodorants, skin care, bath and shower and hair care.

Table 12 Forecast Sales of Premium Cosmetics by Category: Value 2010-2015

AED million

	2010	2011	2012	2013	2014	2015
Premium Baby Care						
Premium Bath and Shower						
Premium Colour Cosmetics						
Premium Deodorants						
Premium Fragrances						
Premium Hair Care						
Premium Skin Care						
Premium Sun Care						
Premium Sets/Kits						
Premium Cosmetics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Premium cosmetic sales are additionally included Within baby care. bath and shower. deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.

Table 13 Forecast Sales of Premium Cosmetics by Category: % Value Growth 2010-2015

% constant value growth

Premium 8aby Care	Data removed from sample
Premium 8ath and Shower	
Premium Colour Cosmetics	
Premium Deodorants	
Premium Fragrances	
Premium Hair Care	
Premium Skin Care	
Premium Sun Care	
Premium Sets/Kits	
Premium Cosmetics	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
Note: Premium cosmetic sales are additionally included Within baby care. bath and shower, deodorants, colour cosmetics, hair care, fragrances, skin care, sun care and sets/kits.

DEFINITIONS

This report analyses the market for 8eauty and Personal Care in the United Arab Emirates. For the purposes of the study, the market has been defined as follows:

~ 8aby care
~ 8ath and shower
~ Colour cosmetics
~ Deodorants
~ Depilatories
~ Fragrances
~ Hair care
~ Men's grooming
~ Oral hygiene
~ Skin care
~ Sun care
~ Sets/kits

Sources

Sources used during research include the following:

Summary 1 Research Sources

Official Sources	Abu Dhabi Chamber of Commerce & Industry
	Ajman Chamber of Commerce & Industry
	Dubai Chamber of Commerce & Industry
	Dubai Statistics Center

	Fujairah Chamber of Commerce & Industry
	Shaqah Chamber of Commerce & Industry
	Umm Al Quwain Chamber of Commerce & Industry
Trade Associations	Al Khaimah Chamber of Commerce, Industry & Agriculture
Trade Press	Arabian Business
	Gulf News
	Khaleej Times
	Noozz
	Red Hot
Company Sources	Ajmal Perfume
	Al Shaya Group
	Alberto-Culver
	Alphamed Group
	Avon Al Hathboor
	Avon Products Inc
	Beiersdorf Middle East
	Colgate-Palmolive
	Coty
	CPO
	Himalaya Drug Co, The
	Johnson & Johnson Middle East FZE
	Jordan AS
	Kamal Osman Jamjoom Est
	L'Oreal Middle East
	MAF Carrefour Hyperrnarl<ets
	MH Alshaya Co
	PZCussons
	Rasasi Perfumes Industry LLC
	Sara Trident Emirates LLC
	The Himalaya Drug Co
	Unilever Arabia FZE
	Unilever Group
	Ameinfo.com

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