2014 Study of Children’s Toothpaste

Description: This report presents results from the 2014 Study of Children’s Toothpaste, part of a continuing series of children’s dental care studies offered by these surveys.

This benchmark study examines:
- Toothbrushing habits
- Toothpaste preferences relative to form, flavor, type and packaging
- Brand awareness and use
- Ingredient and safety concerns
- Purchase drivers and outlets
- Awareness and use of infant/toddler toothpaste
- Oral health and dental visits

Deliverables include the following 4 volumes:

- Summary Volume (110 pages) includes a Key Findings section, followed by a detailed narrative and graphic Summary of Findings.
- Topline Volume Excel tables showing data among Total Mothers and Age of Child.
- 2 Volumes of Detailed Tabulations – computer-generated Excel tables cross-tabbing all questions by 50+ demographic and behavioral variables and the market segmentation.

Methodology:
Online interviews were conducted between July 10th and 18th, 2014, among a national sample of 600 mothers with a child age 2-12 years.

A Technical Appendix is included, which contains the questionnaire, composition of the sample and tables of recommended sampling tolerances.

Contents:
INTRODUCTION
METHODOLOGY
KEY FINDINGS
SUMMARY OF FINDINGS

I. Toothbrushing Habits
Toothbrushing – Who Brushes Child’s Teeth
Toothbrushing Frequency
Toothbrushing Occasions
Type of Toothbrush Used

II. Toothpaste Preferences
Benefits Sought
Attributes
Flavors
Forms
Formulations for Children
Appearance
Packaging
III. Toothpaste Brand Awareness, Use & Loyalty
Toothpaste Brand Awareness
Toothpaste Brand Use
Toothpaste Brand Loyalty
Toothpaste Brand Loyalty - Attitudes
Brand Loyalty Motivations

IV. Brand Performance/Need-Gap Analysis
Toothpaste Brand Performance Ratings
Need-Gap Analysis

V. Ingredient Awareness & Safety Concerns
Toothpaste Ingredient Awareness, Ingredients Sought and Avoided
Toothpaste Safety Concerns

VI. Toothpaste Purchase
Purchase Outlets
Who Makes Purchase Selection

VII. Oral Health & Important Oral Health Practices
Important Oral Health Practices
Importance of Toothpaste vs. Toothbrush
Dental Products Child Uses
Frequency of Dental Check-ups
Professional Recommendations
Dental Problems
Infant/Toddler Teeth Cleaning
Infants/Toddlers and Fluoride Toothpaste

MARKET SEGMENTATION
- Taste is Key
- Child Appeal
- Indifferent Mothers
- Natural Preferred

TECHNICAL APPENDIX
Composition of the Sample
- Sampling Tolerances
- The Questionnaire

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