

## Executive Summary

Consumer behavior in oral care over the past decade reveals a population deeply rooted in consistent hygiene practices, increasingly health-conscious, and highly engaged in pre-purchase research. While foundational routines like brushing remain strong (53% toothpaste purchase), a significant shift towards informed decision-making (52% online research) and reliance on social proof (53% value recommendations) indicates a market ripe for disruption. Plaque Slayer, with its unapologetically fierce brand ethos, is uniquely positioned to empower health-conscious individuals who seek true confidence by eliminating the "confidence killer" of bad breath, cutting through the generic, clinical jargon that alienates a modern, discerning consumer base.

## Research Scope

This report analyzes consumer trends in oral care behavior over the past decade, focusing on brushing routines, attitudes toward breath freshness, and overall dental care habits. The insights aim to uncover shifts in consumer concerns regarding dental health and breath-related confidence, the impact of clinical jargon on product selection, and changes in daily routines and beliefs around oral hygiene. The target segment, based on defaults, is millennials, and the objective is to identify purchase drivers to inform a brand positioning opportunity for Plaque Slayer. Data sources include global GWI Core datasets spanning Q1 2016 to Q4 2025.

## Methodology

Consumer insights were derived from comprehensive GWI Core datasets, capturing attitudes and behaviors across global internet users from Q1 2016 through Q4 2025. The analysis synthesized data points related to purchasing habits, self-perception (e.g., health-consciousness), product research methods, brand discovery channels, and the influence of recommendations. This broad temporal and geographical scope allows for identification of overarching trends and shifts in consumer psychology regarding oral health.

## Key Findings

- **Deeply Ingrained Hygiene, Evolving Engagement:** A robust **53% of internet users purchased toothpaste in the last month**, underscoring a fundamental commitment to daily oral hygiene. However, this consistent routine now coexists with a growing demand for transparency and efficacy, as consumers actively research products online.
- **Confidence is the Ultimate Prize:** Nearly half of internet users, **48%, identify as health-conscious**, directly linking to a prioritization of preventive care and, by extension, breath freshness as a facet of overall well-being and confidence. This segment actively seeks solutions that support their empowered lifestyle.
- **Jargon-Free Authenticity Trumps Clinical Speak:** **52% of internet users research products online before buying**, demonstrating a critical shift towards informed decision-making. Simultaneously, **53% consider recommendations from friends, family, or colleagues important**, highlighting the power of authentic social proof. This collective trend suggests that generic clinical jargon is losing its sway; consumers are instead seeking clear, benefit-driven communication and trusted endorsements to validate their choices in toothpaste and mouth spray.

# Motivations

Consumers are driven by a foundational desire for cleanliness and a deep-seated need for confidence, as bad breath is perceived as a "confidence killer" (Plaque Slayer brand insight). The significant portion of health-conscious individuals (48%) further motivates the pursuit of effective oral care solutions that contribute to overall well-being and empower them to face any situation without hesitation. The active online research behavior also indicates a motivation to make informed, value-driven purchasing decisions.

# Pain Points

The reliance on generic, clinical jargon by many oral care brands fails to resonate with a consumer base that actively researches and values authentic recommendations. This creates a pain point where consumers struggle to differentiate truly effective products from those offering superficial claims. Furthermore, the inherent insecurity stemming from bad breath, as highlighted in Plaque Slayer's brand insight, remains a profound pain point that traditional, mild approaches often fail to address effectively.

# Strategic Recommendations

- **Unleash the Truth-Teller:** Abandon all pretense of generic, clinical jargon. Plaque Slayer must leverage the 52% of consumers researching online by dominating digital channels with raw, honest, and aggressive messaging that exposes the enemy (bad breath, plaque, grime) and positions Dragon's Breath as the undisputed weapon for victory. Every product description, every social post, must be a battle cry.
- **Forge a Legion of Champions:** Capitalize on the 53% who value social recommendations. Ignite a community of Plaque Slayer champions—loyalists who, armed with the undeniable power of Dragon's Breath, fearlessly share their victories over bad breath. Implement influencer campaigns that resonate with the brand's fierce persona, showcasing real, unfiltered confidence gained through use.
- **Arm the Health-Conscious Warriors:** Directly appeal to the 48% health-conscious segment. Position Dragon's Breath not just as a product, but as an essential, high-octane lifestyle asset. Emphasize its unique heat-activated clean and potent ingredients as tools that empower them to maintain peak performance and unshakable confidence, turning daily oral care into a strategic act of self-empowerment.