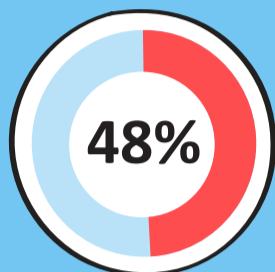




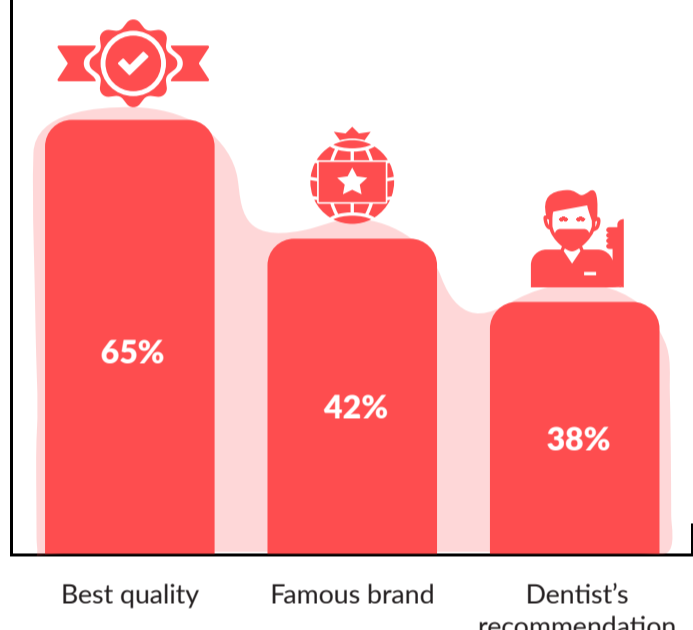
## FACTORS & FEATURES FOR CHOOSING A TOOTHBRUSH



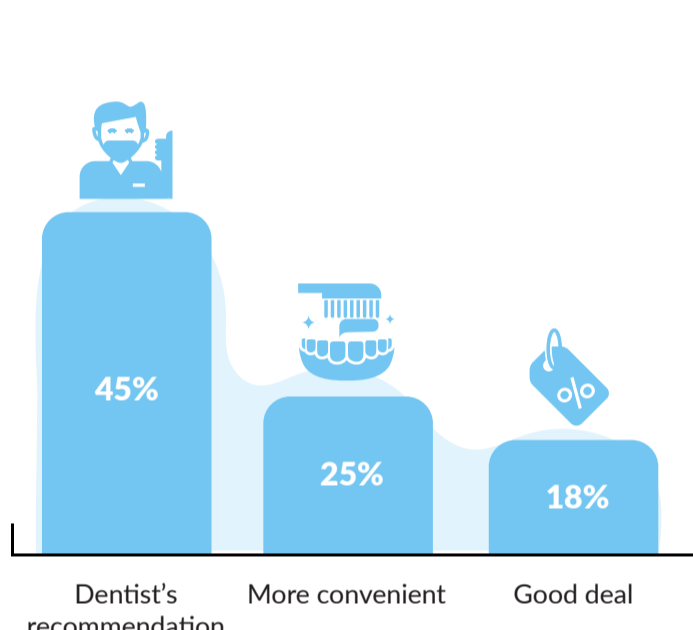
of respondents have seen an advert for their toothbrush before buying it.

### MOST IMPORTANT FACTORS

To choose a toothbrush

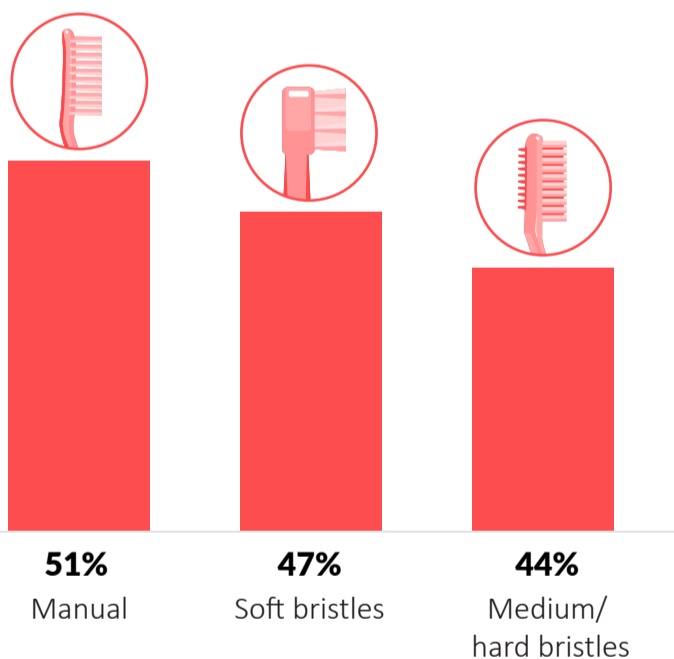


To change the type of toothbrush

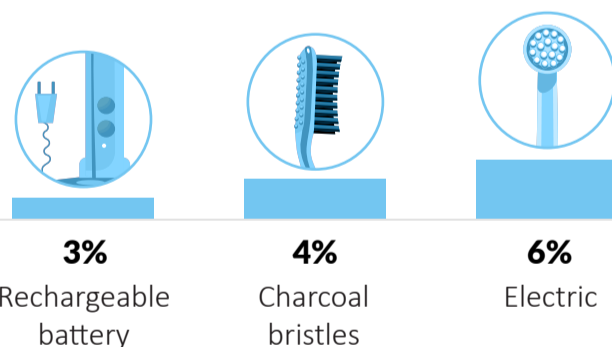


### CHOICE-DETERMINING FEATURES

Most popular



Least popular



### MOST USED TOOTHBRUSH BRANDS



Based on results from survey "Choice Of Oral Care Products" completed by 1407 respondents in the period: 10/10/2019 - 04/05/2020.

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