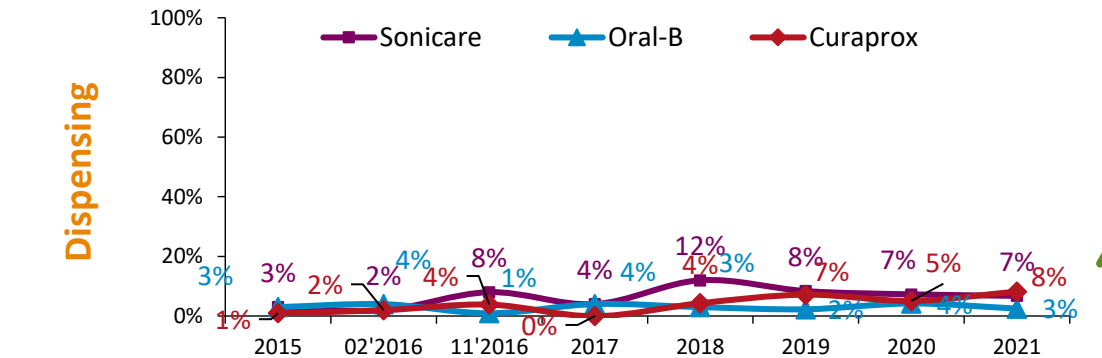
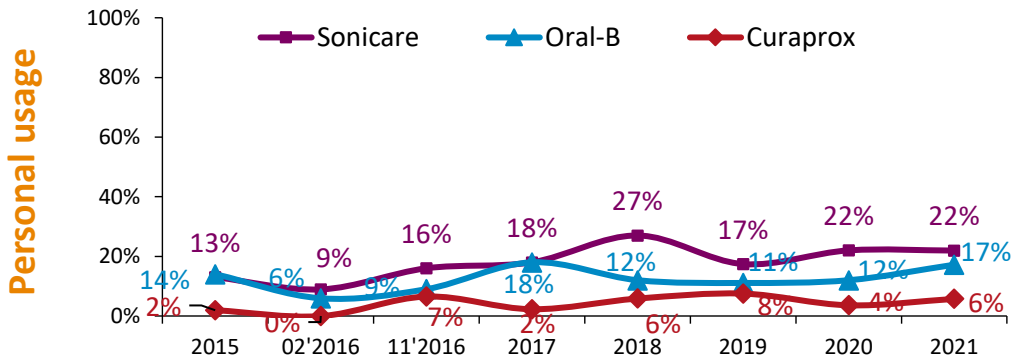
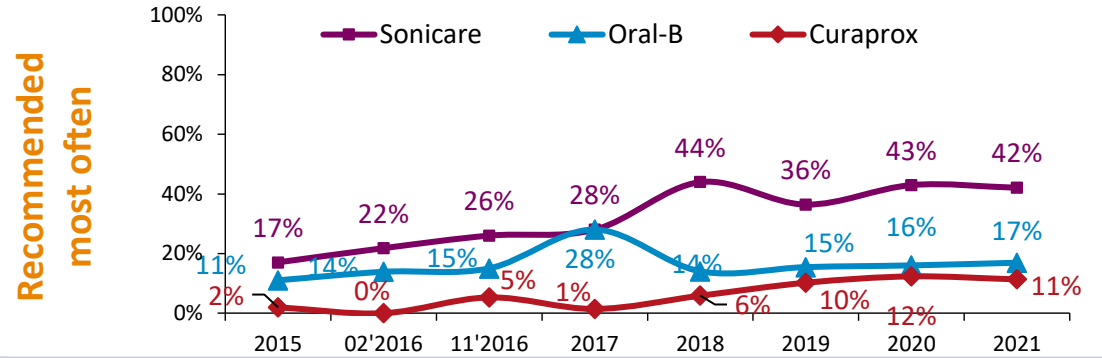
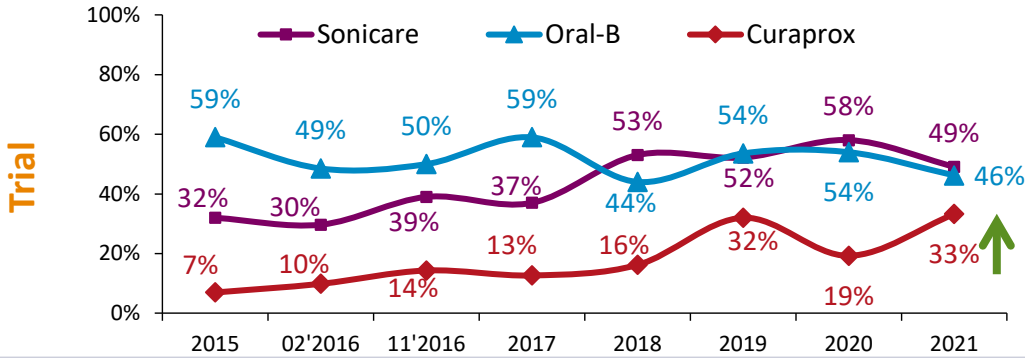
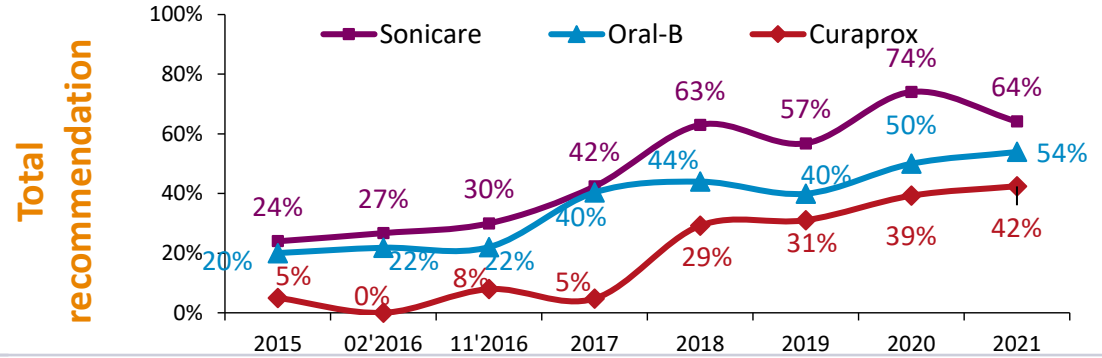
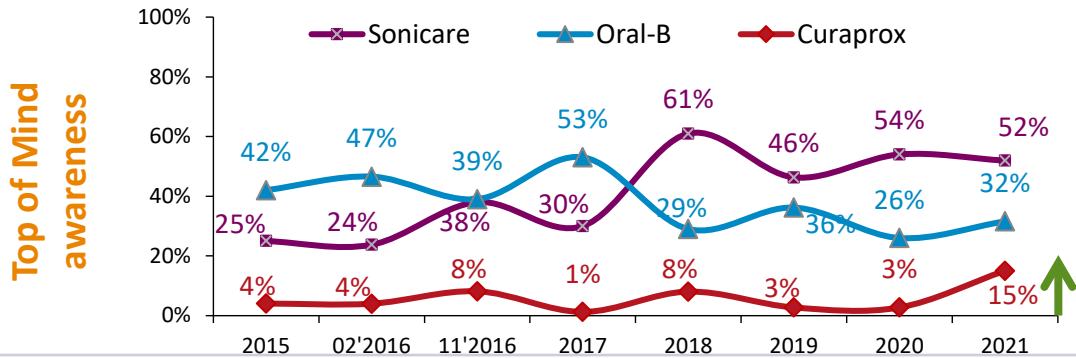


Key Performance Indicators



Sonicare remains the category leader at all KPIs and its advantage over Oral-B remains relatively high in terms of TOM awareness & most often recommendations. When comparing to 2020, only Curaprox has grown on TOM awareness and trial.



Significantly higher/ lower results in comparison to previous wave

Base: all

A2A. When thinking of power toothbrushes, which brand first comes to mind? By "power" we mean brushes powered by replaceable or rechargeable batteries. T1. What power toothbrushes have you ever tried? U2. What power toothbrush brands do you regularly use? R9A. Which brand of power toothbrush do you recommend most often to your patients? R10A. What other brands of power toothbrushes do you recommend to your patients? R13A. Which brand of sonic toothbrush would you recommend most often? D2. What power toothbrush brands, if any, do you dispense directly to your patients from your office?