Naughty and Nice

Nearly 1 in 4 American adults (24%) say they don’t intend on eating as many sweets and desserts this holiday season.

Say their dental hygiene is fairly consistent during the holidays, but 1 in 10 (10%) admit their dental hygiene is worse during the holidays.

Say they prefer to schedule general dental check-ups around the holidays and/or that winter break is the best time of the year to schedule their children’s dental check-ups.

Holiday Wishlist

Nearly 1 out of every 4 (23%) American adults say they would consider giving an oral irrigation tool (e.g., a Waterpik) as a gift to someone they know this holiday season.

The toothbrush may be one of the top gifts during the holidays...

In fact, 68% of American adults said they would consider giving a toothbrush to someone they know this holiday season.

New Year’s Resolution

Nearly 1 in 2 adults in the U.S. (48%) say one of their New Year’s resolutions will relate to oral health.

Of those who have a 2021 New Year’s resolution relating to oral health, more than 1 in 5 (18%) want to quit or reduce teeth grinding.

On another related note — 1 in 11 Americans (9%) say they would consider gifting a mouth guard to someone they know this holiday season.