

Oral Care in Croatia

April 2024

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Oral Care in Croatia - Category analysis

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2023 DEVELOPMENTS

Oral hygiene educational campaigns support sales growth

Products regarded as non-essential struggle to generate sales growth

Growth in power toothbrushes stalls amidst an adverse economic situation

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Improving understanding of oral hygiene set to underpin stronger sales growth Demand still some way from reaching maturity due to poor oral hygiene habits Power toothbrushes stands to benefit from greater focus on oral hygiene

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DISCLAIMER

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