



# Oral Care in Croatia

April 2024

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## Oral Care in Croatia - Category analysis

### KEY DATA FINDINGS

#### 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

#### PROSPECTS AND OPPORTUNITIES

Improving understanding of oral hygiene set to underpin stronger sales growth  
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