



# Oral Care in Lithuania

April 2024

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## Oral Care in Lithuania - Category analysis

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#### 2023 DEVELOPMENTS

Retail value growth driven by ongoing inflation, leading retail volume sales to decline

Denture care offers strong opportunities while dental floss gains ground

Multinationals remain in top positions with local players offering flavour innovations

#### PROSPECTS AND OPPORTUNITIES

Steady growth as innovations focus on targeted benefits, including whitening

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