

## Oral Care in Croatia

Market Direction | 2024-04-22 | 21 pages | Euromonitor

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### Report description:

During 2023, major players in oral care such as Colgate-Palmolive and Procter & Gamble undertook various initiatives designed to spread awareness about the importance of maintaining optimum oral hygiene. These campaigns targeted both children and adults, resulting in increased demand for a wide range of oral care products. Many of these campaigns aim to reach the population in rural areas of Croatia, where knowledge and understanding of oral hygiene is not as widespread as it is in urban areas o...

Euromonitor International's Oral Care in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Oral Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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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

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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