

# Oral Care in Romania

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# Oral Care in Romania - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Healthy sales performance amid stronger focus on oral hygiene Multinationals dominate the oral care competitive landscape Hypermarkets take a larger slice of oral care sales

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Product innovations will spearhead growth as oral care awareness increases Electric toothbrushes stand to gain further appeal Oral care to bring sustainable options into the innovation mix

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