

# **Oral Care in Croatia**

May 2025

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# Oral Care in Croatia - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Oral care benefits from essential demand and new developments GlaxoSmithKline maintains its leading company place thanks to overall strength of its brands Health and beauty specialists remain the leaders in distribution

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Oral care will continue to benefit from its essential nature and frequent use Technology will drive new developments in modern toothbrushes Smart technology expected to gradually enter oral care

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