

# Oral Care in Latvia

May 2023

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# Oral Care in Latvia - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Minimal volume growth as maturity and population decline dampen volume sales Multinationals continue to dominate Electric toothbrushes gaining value share

# PROSPECTS AND OPPORTUNITIES

Marginal growth in what is a mature product area New ownership for local brand Dzintars could see it gain value share Barriers to entry remain strong

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