

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

CATEGORY DATA

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