

# Oral Care in Bosnia and Herzegovina

April 2024

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Oral care records stable performance Battery toothbrushes grow from low base Dental floss is key focus of product development by local player

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Oral care is expected to witness muted growth Battery toothbrushes to benefit from growing demand for convenience and innovation Strong sales opportunity in denture care as population ages

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