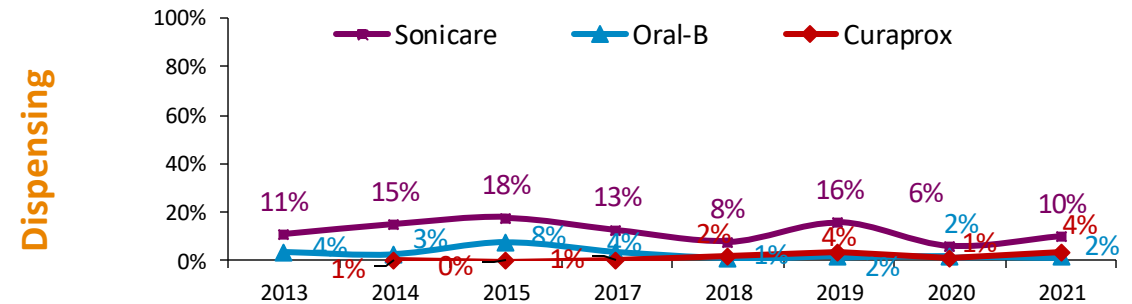
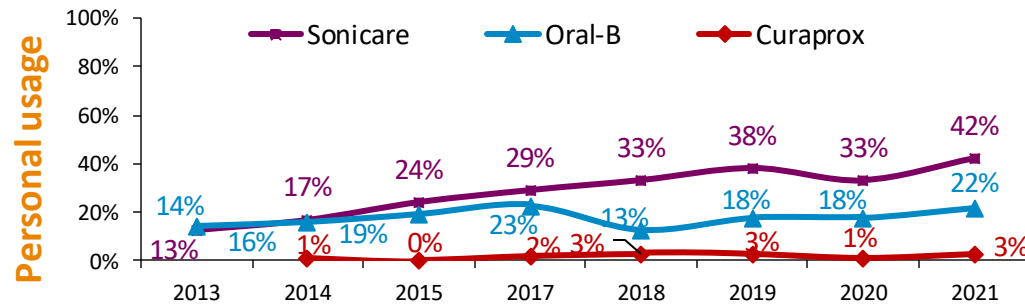
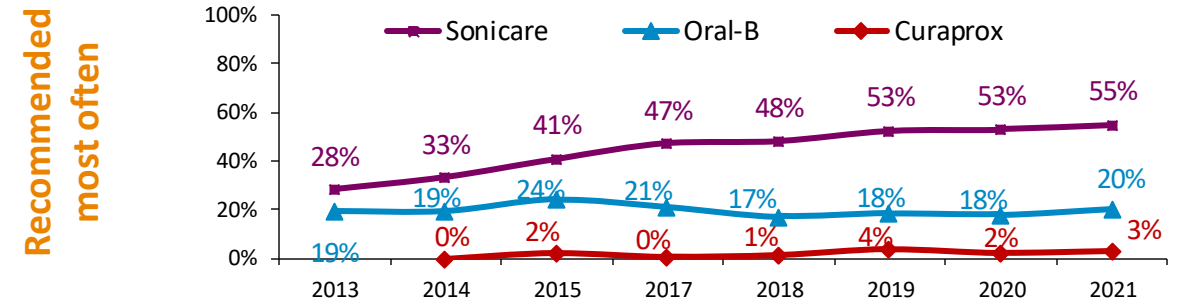
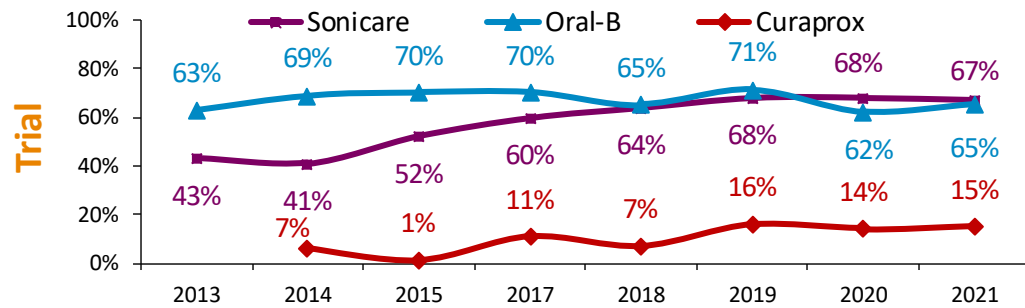
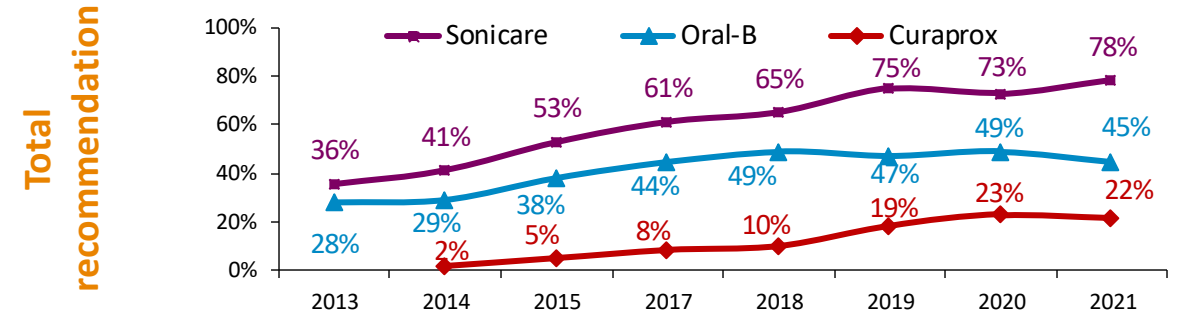
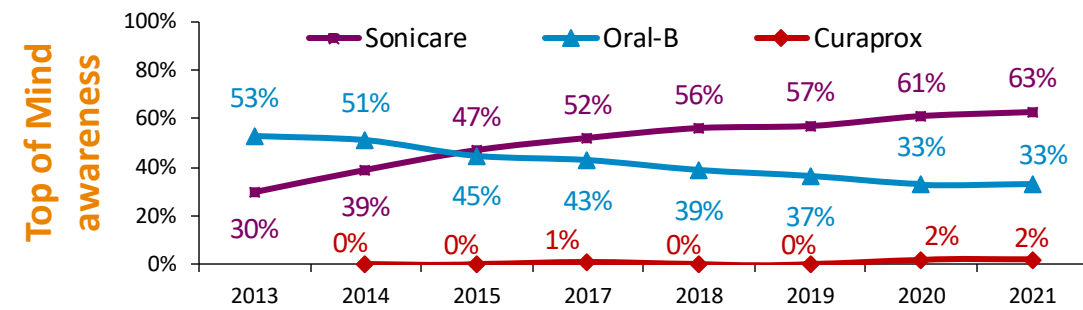


Comparable* Key Performance Indicators

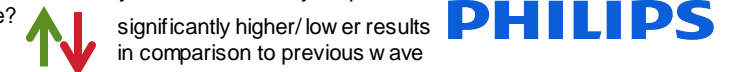


Sonicare is a category leader in Czechia and tends to grow in the long-term perspective on almost all KPI's (except for dispensing) which is visible particularly in case of personal usage. No significant changes in comparison to 2020.



Base: all

A2A. When thinking of power toothbrushes, which brand first comes to mind? By "power" we mean brushes powered by replaceable or rechargeable batteries. T1. What power toothbrushes have you ever tried? U2. What power toothbrush brands do you regularly use? R9A. Which brand of power toothbrush do you recommend most often to your patients? R10A. What other brands of power toothbrushes do you recommend to your patients? R13A. Which brand of sonic toothbrush would you recommend most often? D2. What power toothbrush brands, if any, do you dispense directly to your patients from your office?



significantly higher/ lower results in comparison to previous wave