

## **Bath and Shower in Latvia**

Market Direction | 2022-06-17 | 24 pages | Euromonitor

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### **Report description:**

Overall per capita consumption of bath and shower products remained relatively stable during the pandemic in 2020 and 2021. While some less essential products, such as those in intimate hygiene, saw sales decline in 2020, with people spending less time outside the house and also watching their spending on non-essentials, liquid soap and, in particular, hand sanitisers were enjoying booming sales as Latvians looked to maintain high hygiene levels, particularly for the hands.

Euromonitor International's Bath and Shower in Latvia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Bath and Shower market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Despite seeing declining sales in 2021, demand for hand sanitisers remains well above pre-pandemic levels

Lidl opens its first Latvian stores, which stock beauty and personal care products under its Cien line

##### **PROSPECTS AND OPPORTUNITIES**

Positive current value growth expected, but volumes to decline over the forecast period

Allure of convenient shopping will continue the shift towards e-commerce

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##### **SOURCES**

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