

## **Beauty and Personal Care in Latvia**

Market Direction | 2022-06-17 | 115 pages | Euromonitor

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### **Report description:**

Beauty and personal care in Latvia, having suffered strongly from the outbreak of Coronavirus (COVID-19) in 2020, and the measures introduced to halt the spread of the virus, returned to positive growth in 2021, although a full recovery to pre-pandemic sales levels was not seen in either volume or value terms. More decorative categories and premium segments had tended to be most negatively impacted in 2020, as consumers turned away from non-immediate need or non-essential products, with a turnar...

Euromonitor International's Beauty and Personal Care 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Beauty and Personal Care 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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reliable information resources to help drive informed strategic planning.

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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

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