

## Deodorants in Latvia

Market Direction | 2022-06-17 | 23 pages | Euromonitor

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### Report description:

Although deodorants recorded positive growth in 2021, sales did not quite return to pre-pandemic levels in this year, particularly in volume terms, following the decline seen in 2020 due to the pandemic. Lockdown and other stay-at-home measures reduced people's presence in offices and educational institutions in 2020, while foodservice outlets were closed or subject to restrictions and leisure and entertainment venues were not allowed to open, thereby severely curtailing the time spent in the co...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

### Why buy this report?

- \* Get a detailed picture of the Deodorants 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Deodorant sprays underperforming due to health and environmental concerns

Lidl enters the Latvian market, offering local consumers products under its Cien line

##### PROSPECTS AND OPPORTUNITIES

More sophisticated offer anticipated, although demographic trends are predicted to limit growth potential

Health and sustainability will be key focus areas for deodorants

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##### SOURCES

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## Summary 1 Research Sources

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