

## **Fragrances in Latvia**

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

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### **Report description:**

While fragrances recorded a strong performance in 2021, it was only a limited recovery as COVID-19 restrictions were still in place at times over the course of the year. COVID-19 had a strong negative effect on sales of fragrances in Latvia in 2020. During lockdown, smart/remote working became the norm, while the closure of or restrictions on foodservice outlets and shutting down of leisure and entertainment venues meant that most people were staying at home a lot more than usual. Even as lockdo...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- \* Get a detailed picture of the Fragrances 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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FRAGRANCES IN LATVIA

KEY DATA FINDINGS

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Fragrances rebound with strong growth in 2021, but full recovery still a little way off

E-commerce now accounts for more than a quarter of fragrances sales

Leading players benefit from the shift to premium brands, while direct sellers offer value-for-money prices

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