

**Mass Beauty and Personal Care in Latvia**

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

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**Report description:**

At the end of the review period, sales across beauty and personal care continued to be dominated by mass brands. The general rule across the industry is that the more essential the products within the category, the more likely it is that sales will be accounted for by mass brands. Categories in which sales are dominated by products of a more basic nature include bath and shower and deodorants, while in oral care mass products remain dominant due to the strong presence in the key categories of to...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances , Mass Hair Care, Mass Skin 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 Mass 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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Heightened hygiene awareness in the wake of COVID-19 boosts bath and shower and hand care

The competitive landscape is stable as established multinationals hold sway

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