

## **Men's Grooming in Latvia**

Market Direction | 2022-06-17 | 25 pages | Euromonitor

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### **Report description:**

COVID-19 had a strong negative effect on men's grooming sales in 2020, as men's grooming products are often used by men when going to the workplace, socialising or visiting the gym. As workplaces, foodservice outlets and gyms and other sporting and leisure/entertainment venues were closed in lockdown, sales fell steeply. Even as lockdown was eased, these locations remained subject to restrictions, which limited a quick rebound. Home seclusion and social distancing also reduced the need for Latvi...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- \* Get a detailed picture of the Men's Grooming 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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Positive growth seen in 2021 after the losses recorded in 2020

Trend towards premium products in men's grooming resumes in 2021 after being interrupted by the pandemic

Lidl opens its first stores in Latvia and is offering Cien private label products in these new outlets

**PROSPECTS AND OPPORTUNITIES**

Emergence of unisex products could hinder interest in specialised men's grooming options

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