

Premium Beauty and Personal Care in Latvia

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

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Report description:

Since the financial crisis, premium beauty and personal care has been recording strong annual sales growth in current value terms. This was the case throughout the review period, prior to the pandemic, as consistent increases in consumer purchasing power and greater awareness of the benefits and advantages of premium products underpinned a significant widening of the core consumer audience for these products. When it comes to facial care, for example, consumers are generally prepared to spend co...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances , Premium Hair Care, Premium 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 Premium 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.

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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Premium bath and shower benefits from increased hygiene awareness during the pandemic

L'Oreal and Coty maintain their leading positions in premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Emerging affluent and sophisticated urban consumer base holds the key to continued growth

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