

## **Sun Care in Latvia**

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

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### **Report description:**

There was a gradual restart to local and international travel in 2021, which, in combination with the sunny and hot weather in the Latvian summer - which was reported to be one of the hottest for decades - stimulated a partial recovery in demand for sun care products. However, while growth was strong in what was quite an impressive rebound, particularly given that some restrictions still remained in place at times over the course of the year, a full recovery to pre-pandemic sales levels was n...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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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SUN CARE IN LATVIA

KEY DATA FINDINGS

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Sun care rebounds to positive growth in 2021, but remains short of a full sales recovery due to ongoing travel restrictions

Weak performance for baby and child-specific sun care in 2021 after demand held up relatively well in 2020

Dzintars products rebranded as HA Brieger

PROSPECTS AND OPPORTUNITIES

Warmer climate trend and lifting of travel restrictions to drive growth in sun care

SPF-enriched skin care products could steal some sales from specialised sun care products

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