

**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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**Table of Contents:**

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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## List Of Contents And Tables

### SUN CARE IN LATVIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

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

Lidl opens its first stores in Latvia, likely leading to an increasing private label presence in sun care

#### CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2016-2021

Table 2 Sales of Sun Care by Category: % Value Growth 2016-2021

Table 3 Sales of Sun Care by Premium vs Mass: % Value 2016-2021

Table 4 NBO Company Shares of Sun Care: % Value 2017-2021

Table 5 LBN Brand Shares of Sun Care: % Value 2018-2021

Table 6 LBN Brand Shares of Premium Adult Sun Care: % Value 2018-2021

Table 7 Forecast Sales of Sun Care by Category: Value 2021-2026

Table 8 Forecast Sales of Sun Care by Category: % Value Growth 2021-2026

### BEAUTY AND PERSONAL CARE IN LATVIA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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#### SOURCES

Summary 1 Research Sources

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