

Menstrual Care in Latvia

Market Direction | 2024-03-07 | 20 pages | Euromonitor

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Report description:

The year 2023 witnessed a remarkable surge in the demand for tampons among Latvian women, primarily attributed to the increasing adoption of active lifestyles. This trend, echoing the patterns observed in the previous year, reflects a notable shift towards tampons as the preferred menstrual care option. Latvian women, embracing sports, fitness routines, and outdoor activities, increasingly opt for tampons due to their unparalleled convenience and versatility. Tampons offer users the freedom to e...

Euromonitor International's Menstrual 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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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