

## **Baby and Child-Specific Products in Latvia**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

In Latvia, baby and child-specific products is a relatively small category in beauty and personal care. In 2023, retail volume sales declined due to further cutbacks together with the pressure of lower birth rates. Whilst lower inflation provided some respite to the cost of living, consumer price sensitivity lingered with more consumers buying private label products. Lower birth rates are shrinking the overall consumer base for baby and child-specific products. In the face of these factors, ther...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- \* Get a detailed picture of the Baby and Child-specific Products 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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Euromonitor International

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### Summary 1 Research Sources

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