

## **Beauty and Personal Care in Latvia**

Market Direction | 2024-04-29 | 102 pages | Euromonitor

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### **Report description:**

In 2023, beauty and personal care in Latvia registered strong double digit current value growth for the second consecutive year. Price inflation was less severe compared to 2022 supporting a mild recovery in consumer purchasing power, although much economic uncertainty remained. Latvians were keen to invest in beauty and personal care they needed to support their lifestyles in the post-pandemic period. The premium segment grew at a stronger pace in current value terms than mass products, with sk...

Euromonitor International's 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 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 Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 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.

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Euromonitor International  
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## CATEGORY DATA

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