

Beauty and Personal Care in Latvia

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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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Beauty and Personal Care in Latvia

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List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN LATVIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass products hold their ground in economic downturn

Old Spice helps to drive sales in mass segment

International players retain the upper hand

PROSPECTS AND OPPORTUNITIES

Mass beauty and personal care faces slowdown

A more natural approach over the forecast period

Modern retail to support expansion of mass segment

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN LATVIA

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Premium segment grows from a low base
Consumers generally prefer premium fragrances
Premium brands are strong in facial skin care

PROSPECTS AND OPPORTUNITIES

Healthy growth expected in upcoming period
Fragrances and skin care to remain the most popular premium products
E-commerce channel to remain of key importance

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in demand for baby and child-specific products
Warmer summer creates bright performance in sun care
Daily routine remains a must for consumers

PROSPECTS AND OPPORTUNITIES

Key demographic trends will continue to hamper growth potential
Pharmacy channel to benefit from reliance on professional advice
Toiletries face competition from family and generic substitutes

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to normalise post-pandemic
Old Spice strengthens its position in bath and shower
Hand sanitisers continue to contract

PROSPECTS AND OPPORTUNITIES

Maturity of bath and shower category to weigh on performance
International brands to lead the category
Liquid soap to outshine bar soap formats

CATEGORY DATA

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Table 33 Sales of Bath and Shower by Category: Value 2018-2023
Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics maintains strong performance
Affordable premium products in demand
L'Oreal Baltic faces growing competition from Cosnova GmbH

PROSPECTS AND OPPORTUNITIES

Muted growth for colour cosmetics
Opportunity lies in affordable quality cosmetics
Lips products shift towards lighter options

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023
Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

DEODORANTS IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorants witness dynamic growth
Old Spice strengthens its leading position
Competitive landscape lead by international players

PROSPECTS AND OPPORTUNITIES

Static performance is expected in deodorants
Pharma deodorants expected to gain ground
Roll-ons and sticks to gain appeal

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023
Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023
Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 54 NBO Company Shares of Deodorants: % Value 2019-2023
Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023
Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

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Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of depilatories stabilise in 2023

Steady demand for women's razors and blades

Veet leads in hair removal

PROSPECTS AND OPPORTUNITIES

Limited growth expected due to demographic pressures

Ongoing stability in the competitive landscape

Permanent hair removal is long-term threat to depilatories

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in fragrances reflects weak consumer confidence

Premium fragrances dominate in Latvia

Mass fragrances are under pressure

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Local fragrances to lose further share

Premium fragrances to remain the preferred option in Latvia

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care consumption slows amid economic uncertainty

Multinationals continue to dominate in hair care

Development opportunities in conditioners

PROSPECTS AND OPPORTUNITIES

Healthy and stable growth ahead for hair care

Dzintars expands into beauty and personal care

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Economic uncertainty to curb visits to hair salons

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's grooming has an exceptional year

Old Spice breathes new life into men's grooming

Skin care remains basic in men's grooming

PROSPECTS AND OPPORTUNITIES

Short-term growth potential remains strong

Men's grooming will become segmented and specialised

Development to focus on the mass segment

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Oral care is of key importance to Latvians

Therapeutic toothpastes gain share

Electric toothbrushes are enjoying strong growth

PROSPECTS AND OPPORTUNITIES

Product innovations to fuel value growth

Dental maintenance to support growth of dental floss

Barriers to entry remain strong in oral care

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

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Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 99 NBO Company Shares of Oral Care: % Value 2019-2023
Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028
Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady volume growth in skin care
Dermocosmetic brands perform well
Premium brands lead in skin care

PROSPECTS AND OPPORTUNITIES

Skin care to witness solid performance
Pharmacy channel to benefit from premium skin care trend
Facial cleansers enjoy strong growth

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023
Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 107 NBO Company Shares of Skin Care: % Value 2019-2023
Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023
Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028
Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care registers another robust year
Little change in the competitive landscape
Facial care products steal some value share

PROSPECTS AND OPPORTUNITIES

Healthy growth to be supported by warmer climate
Opportunity for premium sun care brands
Purchases abroad may hamper sales

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023
Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023
Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 115 NBO Company Shares of Sun Care: % Value 2019-2023
Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023
Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028
Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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