

Mass Beauty and Personal Care in Latvia

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

Mass beauty and personal care remains the largest segment in Latvia. Despite the growing popularity of premium goods, the majority of consumers use mass products. Solid growth was posted by mass products in 2023, despite the ongoing financial challenges presented by high inflation. Still, a major part of current value growth was generated by inflation, although this trend was less prominent than in the previous year. The energy crisis stemming from the war in nearby Ukraine led to soaring double...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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Euromonitor International

April 2024

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