

Fragrances in Latvia

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

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Report description:

Fragrances in Latvia registered a much slower performance in 2023 compared to previous years. Although fragrances are considered a staple item for the majority of consumers, demand weakened for several reasons. Economic uncertainty remained strong in Latvia compared to the Baltic region at large, denting consumer confidence and volume sales of mass fragrances. The war in nearby Ukraine had a lingering impact, with the resultant energy crisis leading to soaring inflation, which continued to hamper...

Euromonitor International's Fragrances 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 Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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