

## **Home Care in Latvia**

Market Direction | 2025-02-06 | 53 pages | Euromonitor

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### **Report description:**

Home care in Latvia faced declining retail volume sales in 2024 with most categories reporting a stagnant performance. Price inflation continued to restrict consumer demand and was the main driver behind current value growth in some categories. The combination of low consumer confidence and high costs of living urged consumers to concentrate on essential and basic home care products, instead of higher priced and innovative lines. Laundry care and dishwashing reported the best performance, albeit...

Euromonitor International's Home Care in Latvia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2025

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