

## 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.

**Table of Contents:**

Home Care in Latvia  
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List Of Contents And Tables

HOME CARE IN LATVIA

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2019-2024

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth is witnessed in laundry care

Liquids perform well amid transition away from powder detergents

Consumers shift to more intense scents in fabric softeners

PROSPECTS AND OPPORTUNITIES

Contraction in powder detergents will undermine progress in liquid laundry

Liquid detergents show promising growth

Eco-friendly choices to gain traction in laundry care

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024  
 Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024  
 Table 16 Sales of Laundry Detergents by Category: Value 2019-2024  
 Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024  
 Table 18 NBO Company Shares of Laundry Care: % Value 2020-2024  
 Table 19 LBN Brand Shares of Laundry Care: % Value 2021-2024  
 Table 20 □NBO Company Shares of Laundry Aids: % Value 2020-2024  
 Table 21 □LBN Brand Shares of Laundry Aids: % Value 2021-2024  
 Table 22 □NBO Company Shares of Laundry Detergents: % Value 2020-2024  
 Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024  
 Table 24 □Forecast Sales of Laundry Care by Category: Value 2024-2029  
 Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## DISHWASHING IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Automatic dishwashing gains traction in Latvia  
 Tablets is the driving force in dishwashing products  
 Fairy continues to improve its position in dishwashing

### PROSPECTS AND OPPORTUNITIES

Automatic dishwashing to surpass value sales of hand dishwashing in 2029  
 Sustainability trend will fuel new product developments  
 All-in-one automatic dishwashing products to deliver added value

### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2019-2024

### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2019-2024  
 Table 28 Sales of Dishwashing by Category: % Value Growth 2019-2024  
 Table 29 NBO Company Shares of Dishwashing: % Value 2020-2024  
 Table 30 LBN Brand Shares of Dishwashing: % Value 2021-2024  
 Table 31 Forecast Sales of Dishwashing by Category: Value 2024-2029  
 Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## SURFACE CARE IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Surface care volumes stagnate as consumers rein in spending  
 Multi-purpose cleaners are clear winners in surface care  
 Colgate-Palmolive (Latvia) asserts lead in surface care

### PROSPECTS AND OPPORTUNITIES

Muted sales outlook for surface care  
 Convenience and eco-friendly features appeal to affluent base  
 Scouring agents partly replaced by cleaning pastes

### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2019-2024  
 Table 34 Sales of Surface Care by Category: % Value Growth 2019-2024  
 Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024  
 Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024  
 Table 37 NBO Company Shares of Surface Care: % Value 2020-2024

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Table 38 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 39 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

## BLEACH IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health and environmental factors weigh on bleach category

Ace has a dominant position in bleach

Low price gives bleach a competitive advantage

### PROSPECTS AND OPPORTUNITIES

Bleach volume sales face ongoing decline

Ace will remain the popular brand choice

Supermarkets will continue to be the preferred distribution channel for bleach

### CATEGORY DATA

Table 41 Sales of Bleach: Value 2019-2024

Table 42 Sales of Bleach: % Value Growth 2019-2024

Table 43 NBO Company Shares of Bleach: % Value 2020-2024

Table 44 LBN Brand Shares of Bleach: % Value 2021-2024

Table 45 Forecast Sales of Bleach: Value 2024-2029

Table 46 Forecast Sales of Bleach: % Value Growth 2024-2029

## TOILET CARE IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Slump in toilet care volumes sales

Henkel Latvia leads with strong position in modern channel

Private label has good visibility

### PROSPECTS AND OPPORTUNITIES

Weak outlook for toilet care

Competition between private label to intensify

Growing consumer interest in ITBs

### CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2019-2024

Table 48 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 49 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 50 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 51 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

## POLISHES IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Mixed performance for polishes

SC Johnson & Son's Kiwi brand exits market

Footwear specialists are a key channel for shoe polish

### PROSPECTS AND OPPORTUNITIES

Challenging outlook as consumers reduce use of polishes

Greater fragmentation in competitive landscape

Opportunity for smaller players to break through

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## CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2019-2024

Table 54 Sales of Polishes by Category: % Value Growth 2019-2024

Table 55 NBO Company Shares of Polishes: % Value 2020-2024

Table 56 LBN Brand Shares of Polishes: % Value 2021-2024

Table 57 Forecast Sales of Polishes by Category: Value 2024-2029

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

## AIR CARE IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Lacklustre performance for air care

Air Wick has a firm lead in air care

Limited use of candle air fresheners

### PROSPECTS AND OPPORTUNITIES

Limited growth for mature air care category

Liquid air fresheners can inject some growth

Eco-friendly innovation supports retail value growth

## CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2019-2024

Table 60 Sales of Air Care by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Air Care: % Value 2020-2024

Table 62 LBN Brand Shares of Air Care: % Value 2021-2024

Table 63 Forecast Sales of Air Care by Category: Value 2024-2029

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

## HOME INSECTICIDES IN LATVIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hot weather conditions dampen overall demand

Spray formats are widespread in home insecticides

Growth for electric insecticides as consumers preference convenience and safety

### PROSPECTS AND OPPORTUNITIES

Category is dependent on weather patterns

Concentrated landscape in home insecticides

E-commerce offers an extensive selection of home insecticides

## CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2019-2024

Table 66 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 67 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 68 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 69 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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