

Laundry Care in Latvia

Market Direction | 2025-02-06 | 21 pages | Euromonitor

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Report description:

Despite falling inflation in Latvia, average retail prices continued rising in laundry care during 2024. Volume sales buckled under the weight of further price increases and weak private consumption, although current value rose moderately. Consumers focused on buying the essentials in laundry care and made cutbacks in products like laundry aids. Leading players have focused on delivering faster washing cycles and better stain removal at lower temperatures, thus reducing the requirement for laund...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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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Liquids perform well amid transition away from powder detergents
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