

## **Surface Care in Latvia**

Market Direction | 2025-02-06 | 18 pages | Euromonitor

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### **Report description:**

In surface care, volume sales stagnated in 2024 as cost of living pressures continued to plague Latvian households. Retail price inflation remained visible, and this urged consumers to seek out deals. Frequent promotional deals were used to help soothe the impact of price inflation. Private label strengthened its value share in 2024 highlighting the price sensitivity of shoppers in the surface care category. Domol from Drogas was one of the best performing lines in private label, followed by Lid...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface 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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