



Euromonitor
International

Beauty and Personal Care in Latvia

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Supported by Value-Led Purchasing as Skin Care Anchors Demand and Fragrances Drive Performance

Clean Formulations Reshape Expectations as Efficacy and Accessibility Converge

Chart 1 - Dove: Clean Reimagined in Latvia in 2025

Digital Engagement Strengthens Purchasing as Discovery and Comparison Shape Demand

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Forecast to Be Supported by Value-Led Purchasing as Skin Care and Fragrances Drive Expansion

Demand for Gentle and Transparent Formulations Expected to Scale through Practical and Accessible Formats

Digital Engagement Set to Influence Brand Choice as Omnichannel Consistency Strengthens Conversion

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Retain Share as Value Positioning and Private Label Competition Intensify

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Non-Grocery Retailers Lead as Specialist Channels Anchor Distribution and E-Commerce Gains Share

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beauty and Personal Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beauty and Personal Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Cautious Spending and Demographic Pressure Shape Demand

Regulation and Transparency Reinforce Trust-Led Purchasing and Elevate Pharmacy Channel Importance

Chart 17 - Chicco Natural Sensation Baby Shampoo Reinforces Regulation and Transparency as a Trust Driver

Digital Purchasing Reshapes the Consumer Journey as E-Commerce and Online Pharmacies Gain Importance

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Demographic Constraints and Retention Strategies Set to Define Value Growth and Competition

Cautious Household Spending Expected to Sustain Demand for Affordable Reassurance and Selective Premium Investment

Sustainability and Safety Anticipated to Become Baseline Expectations across Products and Communication

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Steady Shares Amid Rising Local Competition

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Distribution as Value-Driven Purchasing and E-Commerce Growth Reshape Channels

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Baby and Child-Specific Products

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Baby and Child-Specific Products

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Value Decline Reflects Cautious Spending as Demand Shifts Towards Value, Minimalist Formulations and Skin-Supportive Products

Price-Value Optimisation Reinforces Value-Led Purchasing and Limits Premium Growth

Regulation and Transparent Formulation Communication Reinforce Trust across Channels

Chart 33 - Value Sales 2020-2030

Chart 34 - Volume Sales 2020-2030

Chart 35 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability Pressures and Value Optimisation Set to Sustain Growth

Safety, Skin Tolerance and Transparency Expected to Reinforce Demand for Gentle, Trusted Formulations

Sustainability Is Expected to Gain Traction Where It Supports Value and Performance

Chart 36 - Forecast Value Sales 2020-2030

Chart 37 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Moderately Concentrated Market as Leading Players Hold Share and Value Competition Rises

Chart 38 - Company Shares 2025

Chart 39 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead as Value-Driven Purchasing and Convenience Reshape Distribution

Cautious Consumer Behaviour Reinforces Value-Led Purchasing and Channel Consolidation

Chart 40 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 41 - Economic Context for Bath and Shower

Chart 42 - Real Gdp Growth 2020-2030

Chart 43 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 44 - Consumer Context for Bath and Shower

Chart 45 - Population 2020-2030

Chart 46 - Consumer Expenditure 2020-2030

Chart 47 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Steady Growth Reflects Cautious Spending as Value-Driven Behaviour Shapes Category Performance and Daily Makeup Usage Expands

Digital Engagement Reshapes Product Discovery and Purchase through Influencer-Led Touchpoints

Price-Value Optimisation Drives Deal-Led Purchasing and Shifts Experimentation Towards Discount Channels

Chart 48 - Value Sales 2020-2030

Chart 49 - Volume Sales 2020-2030

Chart 50 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Driven Purchasing and Digital Discovery Set to Shape Category Growth and Brand Success

Digital-First Discovery Expected to Define Brand Success through Influencer-Led Engagement

Hybrid and Multifunctional Products Forecast to Drive Incremental Growth Alongside Mass Demand

Chart 51 - Forecast Value Sales 2020-2030

Chart 52 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Consolidate Share as Value Competition Intensifies

Chart 53 - Company Shares 2025

Chart 54 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Leadership as Routine Purchasing and Value Priorities Shape Distribution

Chart 55 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 56 - Economic Context for Colour Cosmetics

Chart 57 - Real Gdp Growth 2020-2030

Chart 58 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 59 - Consumer Context for Colour Cosmetics

Chart 60 - Population 2020-2030

Chart 61 - Consumer Expenditure 2020-2030

Chart 62 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Value-Led Purchasing as Roll-Ons Dominate and Sticks Gain Momentum

Price-Value Optimisation Drives Volume through Large Formats, Promotions and Repeat Purchasing

Chart 63 - XXL Packs as a Key Value Driver in Deodorants - Nivea Case Study

Demand Shifts Towards Gentle, Transparent Formulations as Safety Expectations Rise

Chart 64 - Value Sales 2020-2030

Chart 65 - Volume Sales 2020-2030

Chart 66 - Value Sales by Category 2025

WHAT IS NEXT?

Steady Growth Set to Continue as Value-Driven Purchasing Shapes Category Dynamics and Format Shifts Persist

Price-Value Optimisation Projected to Remain the Dominant Driver Shaping Purchasing

Gentle, Transparent Formulations Set to Become Baseline Expectations as Safety Standards Rise

Chart 67 - Forecast Value Sales 2020-2030

Chart 68 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Share as Promotion-Driven Competition Intensifies

Chart 69 - Company Shares 2025

Chart 70 - Brand Shares 2025

CHANNELS

Supermarkets and Discounters Gain Share as Value and Convenience Shape Distribution

Chart 71 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 72 - Economic Context for Deodorants

Chart 73 - Real Gdp Growth 2020-2030

Chart 74 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 75 - Consumer Context for Deodorants

Chart 76 - Population 2020-2030

Chart 77 - Consumer Expenditure 2020-2030

Chart 78 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Value Decline Reflects Cautious Spending as Demand Concentrates around Value-Led Formats and Skin-Respecting Formulations

Price-Value Optimisation Drives Volume as Consumers Favour Affordability and Promotional Purchasing

Chart 79 - Affordable Depilatory Strips as a Value Driver in Latvia

Demand Shifts Towards Gentler Formulations as Skin-Respectful Positioning Gains Mainstream Traction

Chart 80 - Value Sales 2020-2030

Chart 81 - Volume Sales 2020-2030

Chart 82 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Value-Driven Purchasing Forecast to Sustain Growth as Category Dynamics Evolve

Gentle, Skin-Focused Formulations Set to Shape Demand as Comfort and Care Gain Importance

Trust, Transparency and Functional Improvement Expected to Outweigh Innovation in Driving Loyalty

Chart 83 - Forecast Value Sales 2020-2030

Chart 84 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Share as Value-Led Competition Strengthens

Chart 85 - Company Shares 2025

Chart 86 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Leadership as Value and Convenience Shape Distribution

Chart 87 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 88 - Economic Context for Depilatories

Chart 89 - Real Gdp Growth 2020-2030

Chart 90 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 91 - Consumer Context for Depilatories

Chart 92 - Population 2020-2030

Chart 93 - Consumer Expenditure 2020-2030

Chart 94 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Premium Demand and Evolving Consumer Usage of Fragrance
Digital Engagement Reshapes Fragrance Discovery and Reduces Purchase Barriers
Price Sensitivity Drives Promotion-Led Purchasing and Supports Accessible Premiumisation

Chart 95 - Value Sales 2020-2030

Chart 96 - Volume Sales 2020-2030

Chart 97 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Led Premiumisation Set to Sustain Growth as Digital Engagement and Evolving Usage Redefine Demand
Digital and Omnichannel Engagement Expected to Define Brand Relevance and Conversion
Everyday Usage Projected to Expand as Fragrance Becomes Embedded in Wellness and Self-Care Routines

Chart 98 - Forecast Value Sales 2020-2030

Chart 99 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Retain Share as Premium Challengers Gain Traction

Chart 100 - Company Shares 2025

Chart 101 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution as E-Commerce Expands and Purchasing Shifts Towards Digital and Value-Led Formats

Chart 102 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 103 - Economic Context for Fragrances

Chart 104 - Real Gdp Growth 2020-2030

Chart 105 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 106 - Consumer Context for Fragrances

Chart 107 - Population 2020-2030

Chart 108 - Consumer Expenditure 2020-2030

Chart 109 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Health-Driven Demand as Value and Digital Engagement Shape the Market
Price-Value Optimisation Drives Demand toward Large Formats, Refill and Multi-Benefit Products
Gentle Formulations and Digital Engagement Sustain Growth in Scalp and Repair Segments

Chart 110 - Value Sales 2020-2030

Chart 111 - Volume Sales 2020-2030

Chart 112 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Driven Formats Set to Sustain Growth as Scalp Care and Digital Engagement Shape Demand

Scalp Health and Preventative Care Expected to Shape Innovation and Product Development

Digital Education Set to Influence Purchasing as Online Research and Validation Expand

Chart 113 - Forecast Value Sales 2020-2030

Chart 114 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Retain Share as Value-Driven Challengers Expand

Chart 115 - Company Shares 2025

Chart 116 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Leadership as Value-Driven Purchasing and Convenience Shape Distribution

Chart 117 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 118 - Economic Context for Hair Care

Chart 119 - Real Gdp Growth 2020-2030

Chart 120 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 121 - Consumer Context for Hair Care

Chart 122 - Population 2020-2030

Chart 123 - Consumer Expenditure 2020-2030

Chart 124 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Value Growth Supported by Multifunctional Demand and Digital Engagement in a Cautious Spending Environment

Price-Value Optimisation Drives Demand for Large-Format and Multifunctional Products

Chart 125 - Dove Men+Care Extra Fresh 3-In-1 Xi Shower Gel in Latvia

Skin-Friendly Formulations and Digital Engagement Support Category Development

Chart 126 - Value Sales 2020-2030

Chart 127 - Volume Sales 2020-2030

Chart 128 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Driven Formats and Multifunctional Products Set to Sustain Growth as Fragrances Lead Expansion

Grocery and Health and Beauty Specialists Expected to Reinforce Everyday Purchasing Behaviour

Digital Influence Projected to Expand as Online Research and Omnichannel Purchasing Shape Behaviour

Chart 129 - Forecast Value Sales 2020-2030

Chart 130 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Retain Share as Distributor-Led Players Expand through Value Positioning

Chart 131 - Company Shares 2025

Chart 132 - Brand Shares 2025

CHANNELS

Non-Grocery Retailers Lead as Beauty Specialists Anchor Distribution and Supermarkets Gain Ground

Chart 133 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 134 - Economic Context for Men's Grooming

Chart 135 - Real Gdp Growth 2020-2030

Chart 136 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 137 - Consumer Context for Men's Grooming

Chart 138 - Population 2020-2030

Chart 139 - Consumer Expenditure 2020-2030

Chart 140 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Essential Demand as Value-Driven Purchasing and Functional Benefits Shape the Market

Chart 141 - Value-Led Winners with a "Smart Premium" Image

Health-Led Demand Supports Functional Positioning and Long-Term Oral Care Focus

Digital Engagement Supports Informed Purchasing and Condition-Led Product Selection

Chart 142 - Value Sales 2020-2030

Chart 143 - Volume Sales 2020-2030

Chart 144 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Forecast to Be Supported by Health-Led Demand as Denture Care Leads and Core Categories Sustain Performance

Health Priorities Expected to Strengthen Demand for Preventative and Clinically Positioned Solutions

Digital Engagement Set to Support Informed Purchasing and Reinforce Omnichannel Execution

Chart 145 - Forecast Value Sales 2020-2030

Chart 146 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Dominance through Health-Led Positioning and Targeted Strategies

Chart 147 - Company Shares 2025

Chart 148 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Leadership as Value-Driven Purchasing and Convenience Shape Distribution

Chart 149 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 150 - Economic Context for Oral Care

Chart 151 - Real Gdp Growth 2020-2030

Chart 152 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 153 - Consumer Context for Oral Care
Chart 154 - Population 2020-2030
Chart 155 - Consumer Expenditure 2020-2030
Chart 156 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Strong Growth Supported by Health-Led Demand as Value-Driven Purchasing and Digital Engagement Shape the Market
Product Innovation Aligns with Evolving Routines and Ingredient-Led Preferences
Digital Engagement Strengthens Discovery and Supports Growth in Dermo and Functional Segments
Chart 157 - Pharmacy-Led Digital Skin Care Journey From Benu Aptieka
Chart 158 - Value Sales 2020-2030
Chart 159 - Volume Sales 2020-2030
Chart 160 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Led Premiumisation Set to Sustain Growth as Dermo Positioning and Digital Engagement Shape Demand
Dermo and Science-Backed Positioning Expected to Strengthen as Health Awareness Deepens
Digital Engagement Set to Shape Purchasing as Ingredient Transparency and Education Gain Importance
Chart 161 - Forecast Value Sales 2020-2030
Chart 162 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Retain Share as Value-Led and Dermo Players Gain Traction
Chart 163 - Company Shares 2025
Chart 164 - Brand Shares 2025

CHANNELS

Specialist Retailers Strengthen Leadership as Grocery Channels Decline and E-Commerce Expands
Chart 165 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 166 - Economic Context for Skin Care
Chart 167 - Real Gdp Growth 2020-2030
Chart 168 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 169 - Consumer Context for Skin Care
Chart 170 - Population 2020-2030
Chart 171 - Consumer Expenditure 2020-2030
Chart 172 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Value Decline Reflects Cautious Seasonal Spending as Year-Round Usage and Regulatory Trust Shape Demand

Regulatory Clarity and Clinical Credibility Reinforce Trust in Established Brands

Daily-Use Positioning Expands Relevance as Sun Care Integrates into Routines

Chart 173 - Value Sales 2020-2030

Chart 174 - Volume Sales 2020-2030

Chart 175 - Value Sales by Category 2025

WHAT'S NEXT?

Sun Care Recovery Set to Be Driven by Year-Round Usage as Health-Led Demand and Value Considerations Shape Growth

Regulatory Clarity and Credibility Expected to Reinforce Trust in Established Brands

Daily-Use Positioning Set to Expand Relevance as Sun Care Integrates into Routines

Chart 176 - Forecast Value Sales 2020-2030

Chart 177 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Leadership as Market Concentration Increases

Chart 178 - Company Shares 2025

Chart 179 - Brand Shares 2025

CHANNELS

Non-Grocery Retailers Lead as Pharmacies Anchor Distribution and Supermarkets Support Growth

Chart 180 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 181 - Economic Context for Sun Care

Chart 182 - Real Gdp Growth 2020-2030

Chart 183 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 184 - Consumer Context for Sun Care

Chart 185 - Population 2020-2030

Chart 186 - Consumer Expenditure 2020-2030

Chart 187 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Strong Growth Supported by Selective, Efficacy-Driven Purchasing in a Cautious Environment

Premium Fragrances Lead Growth While Skin Care Anchors Demand

Longevity Strengthens Demand for Science-Backed and Preventative Premium Solutions

Chart 188 - Korff Introduces Collagen Age Filler Face Boosting Ampoules

Chart 189 - Value Sales 2020-2030

Chart 190 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Forecast to Continue as Outcome-Driven Purchasing and Rising Expenditure Sustain Premium Demand
Premium Skin Care Retains Leadership While Fragrances Drives Growth
Longevity and Price Discipline Expected to Shape Competitive Dynamics

Chart 191 - Forecast Value Sales 2020-2030

Chart 192 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Retain Share Amid Dermo-Led Competition

Chart 193 - Company Shares 2025

Chart 194 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 195 - Economic Context for Premium Beauty and Personal Care

Chart 196 - Real Gdp Growth 2020-2030

Chart 197 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 198 - Consumer Context for Premium Beauty and Personal Care

Chart 199 - Population 2020-2030

Chart 200 - Consumer Expenditure 2020-2030

Chart 201 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Latvia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Modest Growth Supported by Promotion-Led Purchasing in a Price-Sensitive Market

Mass Colour Cosmetics Lead Growth While Skin and Hair Care Anchor Demand

Price-Value Optimisation Shapes Purchasing and Supports Private Label Growth

Chart 202 - Growing Role of Cheap Private Labels: Isana Case Study

Chart 203 - Value Sales 2020-2030

Chart 204 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Set to Continue as Smart-Saving Behaviour and Rising Expenditure Support Demand

Mass Skin Care Projected to Retain Leadership While Colour Cosmetics and Hair Care Drive Growth

Price-Value Optimisation Expected to Define Competitive Success in a Promotion-Driven Market

Chart 205 - Forecast Value Sales 2020-2030

Chart 206 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinational Players Retain Share as Value Propositions and Private Label Competition Intensify

Chart 207 - Company Shares 2025

Chart 208 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 209 - Economic Context for Mass Beauty and Personal Care

Chart 210 - Real Gdp Growth 2020-2030

Chart 211 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 212 - Consumer Context for Mass Beauty and Personal Care

Chart 213 - Population 2020-2030

Chart 214 - Consumer Expenditure 2020-2030

Chart 215 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-latvia/report.