

Deodorants in Latvia

June 2026

Table of Contents

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

Demand Shifts Towards Gentle, Transparent Formulations as Safety Expectations Rise

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - 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 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Share as Promotion-Driven Competition Intensifies

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Discounters Gain Share as Value and Convenience Shape Distribution

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Latvia - Industry Overview

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 17 - Dove: Clean Reimagined in Latvia in 2025

Digital Engagement Strengthens Purchasing as Discovery and Comparison Shape Demand

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - 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 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

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

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/deodorants-in-latvia/report.