



Euromonitor
International

Away-From-Home Tissue and Hygiene in Latvia

April 2026

Table of Contents

Away-From-Home Tissue and Hygiene in Latvia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cold Weather and Economic Challenges Limit Horeca Sales

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Cold Weather and Economic Challenges Limit Horeca Sales

Chart 2 - Cold summer and economic uncertainty prove challenging for AFH tissue and hygiene.

Jumbo Toilet Paper and Paper Towels Anchor Institutional Demand

Chart 3 - AFH channel focuses on essentials.

Affordability Focus and Healthcare Funding Sustain Demand for Essentials

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Institutional Buyers Prioritise Essentials as Horeca Rebounds with Warmer Summers

Hygiene Wipes Outpace Staples in Growth Terms, but Will Remain Niche

E-Commerce and Sustainability Shift Procurement as Essentials Stay Central

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca and Business Buyers Face Stagnation Amid Cold Weather and Economic Uncertainty

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Latvia - Industry Overview](#)

EXECUTIVE SUMMARY

Rimi and Maxima Ignite Price Wars, Reshaping Affordability for Shoppers

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Rimi and Maxima Ignite Price Wars, Reshaping Affordability for Shoppers

Chart 17 - Promotional strategies are key tool for players to sustain affordability.
Adult Incontinence Surges as an Ageing Population Drives Sustained Demand
Chart 18 - Convenience and discretion are key in adult incontinence and diapers
Convenience Drives Underlying Demand in Tissue and Hygiene
Chart 19 - Value Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Private Label While Brands Defend Premium Share
Older Consumers Boost Adult Incontinence as Population Ages
Discounters and E-Commerce Reshape Shopper Habits and Pricing Power
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rimi and Maxima Drive Consolidation through Private Label Expansion
Chart 23 - Analyst Insight for Tissue and Hygiene
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

CHANNELS

Maxima and Rimi Drive Value through Promotions and Assortment
Online Arms of Major Chains Capture E-Commerce Momentum with Delivery and Deals
Drogas Extends Private Label Reach as Specialist Stores Gain Traction
Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene
Chart 31 - Population 2020-2030
Chart 32 - Consumer Expenditure 2020-2030
Chart 33 - 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/away-from-home-tissue-and-hygiene-in-latvia/report.