

Laundry Care in Latvia

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In 2016, laundry care continued its development towards higher-quality and more-concentrated products. The shift towards higher-quality products was defined by further improvement in consumers' purchasing powers, and also an increasing focus on quality among domestic producers and their active development within natural and eco-friendly products. Meanwhile, the success of concentrated formats was largely defined by the supply side, as these products had wider availability and product diversity c...

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 2021 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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Executive Summary

While Volume Sales Grow, Competition Intensifies and Current Value Growth Declines

Improving Purchasing Powers Define the Performance of Home Care

International Players Dominate Sales, But Domestic Players Strengthen Their Positions

Chained Retailers Meet Evolving Trends the Most

Performance Expected To Be Moderately Positive Over the Forecast Period

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