

Home Care in Latvia

February 2025

Table of Contents

Home Care in Latvia

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

- Table 2 Sales of Home Care by Category: Value 2019-2024
- Table 3 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 4 NBO Company Shares of Home Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 7 Distribution of Home Care by Format: % Value 2019-2024
- Table 8 Distribution of Home Care by Format and Category: % Value 2024
- Table 9 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lacklustre performance for air care

Air Wick has a firm lead in air care

Limited use of candle air fresheners

PROSPECTS AND OPPORTUNITIES

Limited growth for mature air care category

Liquid air fresheners can inject some growth

Eco-friendly innovation supports retail value growth

CATEGORY DATA

- Table 11 Sales of Air Care by Category: Value 2019-2024
- Table 12 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 NBO Company Shares of Air Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 15 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and environmental factors weigh on bleach category

Ace has a dominant position in bleach

Low price gives bleach a competitive advantage

PROSPECTS AND OPPORTUNITIES

Bleach volume sales face ongoing decline

Ace will remain the popular brand choice

Supermarkets will continue to be the preferred distribution channel for bleach

CATEGORY DATA

Table 17 - Sales of Bleach: Value 2019-2024

Table 18 - Sales of Bleach: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Bleach: % Value 2020-2024

Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 21 - Forecast Sales of Bleach: Value 2024-2029

Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Automatic dishwashing gains traction in Latvia

Tablets is the driving force in dishwashing products

Fairy continues to improve its position in dishwashing

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing to surpass value sales of hand dishwashing in 2029

Sustainability trend will fuel new product developments

All-in-one automatic dishwashing products to deliver added value

CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2019-2024

Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024

Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot weather conditions dampen overall demand

Spray formats are widespread in home insecticides

Growth for electric insecticides as consumers preference convenience and safety

PROSPECTS AND OPPORTUNITIES

Category is dependent on weather patterns

Concentrated landscape in home insecticides

E-commerce offers an extensive selection of home insecticides

CATEGORY DATA

- Table 30 Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth is witnessed in laundry care

Liquids perform well amid transition away from powder detergents

Consumers shift to more intense scents in fabric softeners

PROSPECTS AND OPPORTUNITIES

Contraction in powder detergents will undermine progress in liquid laundry

Liquid detergents show promising growth

Eco-friendly choices to gain traction in laundry care

CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 37 Sales of Laundry Care by Category: Value 2019-2024
- Table 38 Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performance for polishes

SC Johnson & Son's Kiwi brand exits market

Footwear specialists are a key channel for shoe polish

PROSPECTS AND OPPORTUNITIES

Challenging outlook as consumers reduce use of polishes

Greater fragmentation in competitive landscape

Opportunity for smaller players to break through

CATEGORY DATA

- Table 51 Sales of Polishes by Category: Value 2019-2024
- Table 52 Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care volumes stagnate as consumers rein in spending

Multi-purpose cleaners are clear winners in surface care

Colgate-Palmolive (Latvia) asserts lead in surface care

PROSPECTS AND OPPORTUNITIES

Muted sales outlook for surface care

Convenience and eco-friendly features appeal to affluent base

Scouring agents partly replaced by cleaning pastes

CATEGORY DATA

- Table 57 Sales of Surface Care by Category: Value 2019-2024
- Table 58 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Latvia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slump in toilet care volumes sales

Henkel Latvia leads with strong position in modern channel

Private label has good visibility

PROSPECTS AND OPPORTUNITIES

Weak outlook for toilet care

Competition between private label to intensify

Growing consumer interest in ITBs

CATEGORY DATA

Table 65 - Sales of Toilet Care by Category: Value 2019-2024

Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

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/home-care-in-latvia/report.