



Baby and Child-Specific Products in Latvia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modest value growth, though volume growth marginal
- Procter & Gamble continues to lead, but Unilever gains most value share
- Pharmacies continue to lead distribution, though e-commerce gains most value share

PROSPECTS AND OPPORTUNITIES

- Marginal value growth over forecast period
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- Multifunctionality and convenience drive value sales

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Beauty and Personal Care in Latvia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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