

# Premium Beauty and Personal Care in Latvia

May 2025

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## Premium Beauty and Personal Care in Latvia - Category analysis

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#### 2024 DEVELOPMENTS

Healthy value growth in 2024 L'Oréal holds on to strong lead, though loses some value share A feeling of indulgence, as well as clear benefits, drives value sales

#### PROSPECTS AND OPPORTUNITIES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-beauty-and-personal-care-inlatvia/report.