

# Laundry Care in Latvia

February 2024

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## Laundry Care in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Liquid tablet detergents lead growth, offering ease and convenience to consumers  
Consumers seek eco-friendly options, aligning with the rising interest in sustainability  
Henkel Latvia SIA leads laundry care through ongoing innovations

#### PROSPECTS AND OPPORTUNITIES

Liquid tablet detergents replace powders as concentrated liquid detergents rise  
Health trends offer solid retail value gains over the forecast period  
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