

# Toilet Care in Latvia

February 2024

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## Toilet Care in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Working from home drives ongoing sales of toilet care products in 2023

Toilet liquids and foam offer a cost-effective choice for cleaning and maintaining toilet bowls

Henkel Latvia SIA retains its lead, offering consumer favourite Bref

#### PROSPECTS AND OPPORTUNITIES

Toilet care tablets/powders benefit from being considered efficient

In-cistern devices will increase as the landscape has ample room for growth

Discounters will become more popular among toilet care consumers

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