



Wipes in Latvia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Drogas Secures Loyalty with Babydream Wipes as Price-Sensitive Shoppers Seek Value

Chart 2 - Consumers seek more affordable wipes from private label

Pampers Harmony and Wet Toilet Paper Diversify Wipes as Convenience and Natural Claims Drive Resilience

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Modest Outlook for Wipes Amid Demographic Decline

Eu Directive Raises Costs and Limits Marketing Claims, Reshaping Product Strategies

Rising Consumer Expenditure Supports Demand as Price Sensitivity Persists

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Drogas Defend Share as Private Label Investment Accelerates

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Maxima and Rimi Drive Sales with Deep Promotions and a Wide Choice

Online Channels Attract Shoppers with Promotions and Fast Delivery

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Wipes

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Wipes

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Latvia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Rimi and Maxima Ignite Price Wars, Reshaping Affordability for Shoppers

Chart 18 - Promotional strategies are key tool for players to sustain affordability.

Adult Incontinence Surges as an Ageing Population Drives Sustained Demand

Chart 19 - Convenience and discretion are key in adult incontinence and diapers

Convenience Drives Underlying Demand in Tissue and Hygiene

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Private Label While Brands Defend Premium Share

Older Consumers Boost Adult Incontinence as Population Ages

Discounters and E-Commerce Reshape Shopper Habits and Pricing Power

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rimi and Maxima Drive Consolidation through Private Label Expansion

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Maxima and Rimi Drive Value through Promotions and Assortment

Online Arms of Major Chains Capture E-Commerce Momentum with Delivery and Deals

Drogas Extends Private Label Reach as Specialist Stores Gain Traction

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/wipes-in-latvia/report.