

Wine in Latvia

Market Direction | 2022-08-10 | 24 pages | Euromonitor

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Report description:

Total volume sales of wine declined in 2021, with port, champagne and other sparkling wine categories to buck the negative sales trends and register positive sales growth during the year. One of the main reasons for the pressure that came on demand for still light grape wine towards the end of the review period was the reduced importance of cross-border sales. In the past, it was very common for consumers living in parts of Estonia close to the border with Latvia to travel into Latvia to purchas...

Euromonitor International's Wine in Latvia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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On-trade growth rebounds somewhat during 2021 as off-trade sales decline

Lidl's entry into Latvia to boost private label and shake up the competitive environment

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Lidl expected to become a major player in wine, to the benefit of private label

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