

Dairy Products and Alternatives in Latvia

Market Direction | 2022-09-29 | 65 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Dairy products and alternatives in Latvia is facing challenges in 2022. Despite the positive effect of the gradual lifting of COVID-19 related restrictions, the outlook remains uncertain due to rising inflation and economic uncertainty, which has lowered consumer confidence and purchasing power. The dramatic rise in the cost of living caused by inflation is squeezing disposable income and raising price sensitivity. Whilst this has been somewhat positive for dairy products and alternatives, with...

Euromonitor International's Dairy Products and Alternatives in Latvia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dairy Products and Alternatives in Latvia
Euromonitor International
November 2022

List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN LATVIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture
Key trends in 2022
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2017-2022
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022
Table 5 Penetration of Private Label by Category: % Value 2017-2022
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN LATVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baby food volume sales remain in decline as demand patterns
Inflation causes dramatic increase in value sales
Launch of Lidl brings economy ranges to baby food category as prices skyrocket

PROSPECTS AND OPPORTUNITIES

International companies to maintain lead due to economies of scale and capacity to produce highest-quality products
Normalisation of lifestyles post-pandemic will heighten demand for convenience and healthier products
Value growth to moderate in forecast period

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2017-2022
Table 10 Sales of Baby Food by Category: Value 2017-2022
Table 11 Sales of Baby Food by Category: % Volume Growth 2017-2022
Table 12 Sales of Baby Food by Category: % Value Growth 2017-2022
Table 13 NBO Company Shares of Baby Food: % Value 2018-2022
Table 14 LBN Brand Shares of Baby Food: % Value 2019-2022
Table 15 Distribution of Baby Food by Format: % Value 2017-2022
Table 16 Forecast Sales of Baby Food by Category: Volume 2022-2027
Table 17 Forecast Sales of Baby Food by Category: Value 2022-2027
Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

BUTTER AND SPREADS IN LATVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Butter demand remains largely resilient

Rising inflation pushes up unit prices driving shift in consumer demand towards cheaper alternatives

Domestic butter producer Tukuma Piens remains unrivalled, thanks to its leading Baltais brand

PROSPECTS AND OPPORTUNITIES

Butter and spreads category faces gradual decline overall

Lidl's private label will be well received amongst financially impaired Latvians

New product developments expected in plant-based and functional variants

CATEGORY DATA

Table 20 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 21 Sales of Butter and Spreads by Category: Value 2017-2022

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 24 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 26 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 29 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 30 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

CHEESE IN LATVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cheese consumption slumps as prices rise and pre-pandemic lifestyles return

Rising inflation causes surge in current value growth

Domestic players continue to control cheese, due to rich historical traditions

PROSPECTS AND OPPORTUNITIES

Cheese category to see solid volume growth

Lidl will be well received by price-sensitive consumers over the forecast period

Innovation surrounding vegan cheese to be expected

CATEGORY DATA

Table 31 Sales of Cheese by Category: Volume 2017-2022

Table 32 Sales of Cheese by Category: Value 2017-2022

Table 33 Sales of Cheese by Category: % Volume Growth 2017-2022

Table 34 Sales of Cheese by Category: % Value Growth 2017-2022

Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 36 NBO Company Shares of Cheese: % Value 2018-2022

Table 37 LBN Brand Shares of Cheese: % Value 2019-2022

Table 38 Distribution of Cheese by Format: % Value 2017-2022

Table 39 Forecast Sales of Cheese by Category: Volume 2022-2027

Table 40 □Forecast Sales of Cheese by Category: Value 2022-2027

Table 41 □Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 42 □Forecast Sales of Cheese by Category: % Value Growth 2022-2027

DRINKING MILK PRODUCTS IN LATVIA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

KEY DATA FINDINGS

2022 DEVELOPMENTS

Drinking milk dominated by fresh milk faces declining demand

Rising inflation and commodity prices puts pressure on manufacturers to deliver value and more affordable milk products

Domestic players maintain their favourable places, with private labels notable

PROSPECTS AND OPPORTUNITIES

Drinking milk will benefit from slow but steady value growth as volume sales decline

Competition from plant-based milk with intensify

E-commerce shows greater promise

CATEGORY DATA

Table 43 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 44 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 45 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 46 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 47 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 48 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 49 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 51 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 52 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 53 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

YOGHURT AND SOUR MILK PRODUCTS IN LATVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Yoghurt is only well-developed category to see volume growth

Higher prices boost current value growth

Tukuma Piens AS retains is leading position due to strong advertising campaigns

PROSPECTS AND OPPORTUNITIES

Yoghurt to see a slowdown in forecast period

Health and wellness will be key trend driving yoghurt and sour milk

Opportunities for private labels as Maxima Latvija launches its Farm Milk Greek yoghurt

CATEGORY DATA

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 55 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 57 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 59 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 60 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 62 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 63 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

OTHER DAIRY IN LATVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Other dairy faces challenges as demand falls in 2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Players looking to reposition their products with a healthier image in order to boost sales

Domestic players Turkuma Piens and Valmieras Piens maintain lead

PROSPECTS AND OPPORTUNITIES

The reopening of foodservice set to place further pressure on retail sales of other dairy

Chilled snacks is only category to witness volume sales growth

Health and wellness trends to drive innovation, but plant-based will compete

CATEGORY DATA

Table 65 Sales of Other Dairy by Category: Volume 2017-2022

Table 66 Sales of Other Dairy by Category: Value 2017-2022

Table 67 Sales of Other Dairy by Category: % Volume Growth 2017-2022

Table 68 Sales of Other Dairy by Category: % Value Growth 2017-2022

Table 69 NBO Company Shares of Other Dairy: % Value 2018-2022

Table 70 LBN Brand Shares of Other Dairy: % Value 2019-2022

Table 71 Distribution of Other Dairy by Format: % Value 2017-2022

Table 72 Forecast Sales of Other Dairy by Category: Volume 2022-2027

Table 73 Forecast Sales of Other Dairy by Category: Value 2022-2027

Table 74 □Forecast Sales of Other Dairy by Category: % Volume Growth 2022-2027

Table 75 □Forecast Sales of Other Dairy by Category: % Value Growth 2022-2027

PLANT-BASED DAIRY IN LATVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based niche developing at pace

Broader range of plant-based dairy is tempting consumers

Private label plant-based expanding as Lidl makes mark in Latvia

PROSPECTS AND OPPORTUNITIES

Dynamic growth lies ahead for plant-based dairy

Plant-based is highly fragmented leaving scope for new players to emerge

Expansion of plant-based dairy brands and products will draw attention to category

CATEGORY DATA

Table 76 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 77 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 78 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 79 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 80 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 81 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 82 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

Table 83 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 84 Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 85 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 86 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dairy Products and Alternatives in Latvia

Market Direction | 2022-09-29 | 65 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com