

## **Drinking Milk Products in Latvia**

Market Direction | 2022-09-29 | 19 pages | Euromonitor

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### **Report description:**

Retail volume sales of milk witnessed a stronger decline in 2022 compared to the previous year as higher prices curbed demand. However, foodservice consumption witnessed strong growth as COVID-19 restrictions were removed and consumers returned to visiting restaurants. Rising energy costs together with logistics and ingredient costs have forced manufacturers to raise average prices.

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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.

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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

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