

## **Baked Goods in Latvia**

Market Direction | 2022-11-29 | 20 pages | Euromonitor

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### **Report description:**

Sharp price inflation and falling disposable incomes is curbing the consumption of more expensive baked goods. Manufacturers have raised average prices due to the higher costs of raw materials, packaging and logistics. Consequently, consumers are adopting a frugal mindset and opting for cheaper baked goods where possible. Private labels are making strong gains as consumers seek value for money. The presence of Lidl in Latvia since October 2021 has bolstered private label choice, providing Latvia...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Baked Goods in Latvia  
Euromonitor International  
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List Of Contents And Tables

### **BAKED GOODS IN LATVIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Consumption of baked goods under pressure from rising inflation

Consumers are switching to modern bread formats

Major players lose share amid challenging conditions and wider availability of artisanal products

#### **PROSPECTS AND OPPORTUNITIES**

Baked goods face a challenging future as consumption declines

Healthier options will draw consumers' attention

Discounters will drive down prices of baked goods

#### **CATEGORY DATA**

Table 1 Sales of Baked Goods by Category: Volume 2017-2022

Table 2 Sales of Baked Goods by Category: Value 2017-2022

Table 3 Sales of Baked Goods by Category: % Volume Growth 2017-2022

Table 4 Sales of Baked Goods by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 6 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 7 Distribution of Baked Goods by Format: % Value 2017-2022

Table 8 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 9 Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 10 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

### **STAPLE FOODS IN LATVIA**

#### **EXECUTIVE SUMMARY**

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

#### **MARKET DATA**

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

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Table 19 Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 21 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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