

## **Wine in Latvia**

Market Direction | 2023-07-11 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Wine sales demonstrated good results in 2022 once pandemic-related restrictions had eased and consumers were able to pursue a greater degree of normality in their lives. Consumers returned to on-trade establishments in larger numbers in 2022 providing a boost to overall category volume growth. Off-trade sales also enjoyed a solid year, with volume growth rebounding as consumption patterns began to normalise. The vast majority of wine is consumed at home in Latvia and this trend has endured, even...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Wine in Latvia  
Euromonitor International  
July 2023

List Of Contents And Tables

### **WINE IN LATVIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Wine enjoys solid recovery as consumption begins to normalise  
Lack of knowledge pushes consumers towards lower quality sweet wines  
Local players make small strides in wine

#### **PROSPECTS AND OPPORTUNITIES**

Healthy growth ahead for wine category  
Fortified wine is losing appeal  
Non-alcoholic wines to remain niche

#### **CATEGORY DATA**

Table 1 Sales of Wine by Category: Total Volume 2017-2022  
Table 2 Sales of Wine by Category: Total Value 2017-2022  
Table 3 Sales of Wine by Category: % Total Volume Growth 2017-2022  
Table 4 Sales of Wine by Category: % Total Value Growth 2017-2022  
Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022  
Table 6 Sales of Wine by Off-trade vs On-trade: Value 2017-2022  
Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022  
Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022  
Table 9 Forecast Sales of Wine by Category: Total Volume 2022-2027  
Table 10 □Forecast Sales of Wine by Category: Total Value 2022-2027  
Table 11 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027  
Table 12 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

### **ALCOHOLIC DRINKS IN LATVIA**

#### **EXECUTIVE SUMMARY**

Alcoholic drinks in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

#### **MARKET BACKGROUND**

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

#### **TAXATION AND DUTY LEVIES**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

### KEY NEW PRODUCT LAUNCHES

Outlook

### MARKET INDICATORS

Table 13 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

### MARKET DATA

Table 14 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Wine in Latvia

Market Direction | 2023-07-11 | 22 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@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-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="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com