

**Dairy Products and Alternatives in Latvia**

Market Direction | 2023-09-26 | 61 pages | Euromonitor

**AVAILABLE LICENSES:**

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

**Report description:**

A sharp rise in price inflation as a result of the pandemic and the war in Ukraine led to higher costs in energy, logistics, animal feed and key food ingredients in 2022, which translated into significant price increases for dairy and alternatives. After peaking in 2022, price increases are slowing in 2023; however, volume sales in the year are impacted by economic uncertainty in the country, which has lowered consumer confidence and purchasing power. Whilst products that are deemed to be essent...

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 2018-2022, 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 2027, 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](http://www.scotts-international.com)

## Table of Contents:

Dairy Products and Alternatives in Latvia

Euromonitor International

September 2023

### List Of Contents And Tables

#### DAIRY PRODUCTS AND ALTERNATIVES IN LATVIA

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 Penetration of Private Label by Category: % Value 2018-2023

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### BABY FOOD IN LATVIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Volume sales continue to fall as birth rates decline and prices rise

The market is open to innovation

International companies lead due to economies of scale and capacity to produce highest-quality products

##### PROSPECTS AND OPPORTUNITIES

Decreasing birth rate to continue to hamper growth

Rising popularity of organic products

Special baby milk formula has growth potential

##### CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 Distribution of Baby Food by Format: % Value 2018-2023

Table 16 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

**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 2023-2028

### BUTTER AND SPREADS IN LATVIA

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Slowed inflation lowers butter's unit price

Local Tukuma Piens remains unrivalled thanks to its leading Baltais brand

Private label growth in a time of economic instability and declining purchasing power

#### PROSPECTS AND OPPORTUNITIES

Butter will continue to stagnate

Innovative products generate interest

Growth of discounters and private label

#### CATEGORY DATA

Table 20 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 21 Sales of Butter and Spreads by Category: Value 2018-2023

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 26 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 29 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 30 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

### CHEESE IN LATVIA

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

High prices and economic uncertainty result in stagnation in 2023

Spreadable cheese is gaining momentum

Local players continue to dominate due to rich historical traditions

#### PROSPECTS AND OPPORTUNITIES

Slight growth as inflation declines

Private label share growth as consumers seek to make savings

Traditional cheeses are the basis of sales

#### CATEGORY DATA

Table 31 Sales of Cheese by Category: Volume 2018-2023

Table 32 Sales of Cheese by Category: Value 2018-2023

Table 33 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 34 Sales of Cheese by Category: % Value Growth 2018-2023

Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 36 NBO Company Shares of Cheese: % Value 2019-2023

Table 37 LBN Brand Shares of Cheese: % Value 2020-2023

Table 38 Distribution of Cheese by Format: % Value 2018-2023

Table 39 Forecast Sales of Cheese by Category: Volume 2023-2028

Table 40 □Forecast Sales of Cheese by Category: Value 2023-2028

Table 41 □Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 42 □Forecast Sales of Cheese by Category: % Value Growth 2023-2028

### DRINKING MILK PRODUCTS IN LATVIA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand stagnates due to high prices

Local players lead thanks to their quality and affordability

Private label appeals to price-sensitive consumers

### PROSPECTS AND OPPORTUNITIES

Price stability expected

Plant-based milk as an alternative to cow's milk

Seasonality impacts flavoured milk drinks

### CATEGORY DATA

Table 43 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 44 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 45 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 46 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 48 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 49 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 51 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 52 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 53 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## YOGHURT AND SOUR MILK PRODUCTS IN LATVIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Waning demand for non-essential products

Demand for health-boosting products

Tukuma Piens AS leads with innovative products and strong advertising campaigns

### PROSPECTS AND OPPORTUNITIES

Stable demand as high price rises are not expected

Growing importance of health and wellness

Local producers set to maintain their lead

### CATEGORY DATA

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 55 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 57 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 59 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 60 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 62 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 63 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 64 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

## OTHER DAIRY IN LATVIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Ongoing challenges for other dairy in 2023

Staples remain in demand

Local players Tukuma Piens and Valmieras Piens maintain their lead

#### PROSPECTS AND OPPORTUNITIES

Future demand for items perceived to be essential

Innovation with a focus on good health and wellness

Unhealthy image impacts condensed milk

#### CATEGORY DATA

Table 65 Sales of Other Dairy by Category: Volume 2018-2023

Table 66 Sales of Other Dairy by Category: Value 2018-2023

Table 67 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 68 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 70 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 71 Distribution of Other Dairy by Format: % Value 2018-2023

Table 72 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 73 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 74 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 75 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

#### PLANT-BASED DAIRY IN LATVIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth from a low base

Imported brands dominate plant-based dairy

Discounters expanding their plant-based ranges to attract price-sensitive consumers

#### PROSPECTS AND OPPORTUNITIES

Further growth potential

Plant-based dairy is open to new players

Leader Alpro's share may decline as competition intensifies

#### CATEGORY DATA

Table 76 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 77 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 79 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 80 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 81 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 82 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

**Dairy Products and Alternatives in Latvia**

Market Direction | 2023-09-26 | 61 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	€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@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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

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

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

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