

## **Drinking Milk Products in Latvia**

Market Direction | 2023-09-26 | 18 pages | Euromonitor

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### **Report description:**

Cow's milk is facing stagnating sales in 2023 as demand continues to wane due to the price increases of 2022. Rising energy costs together with logistics and ingredient costs have forced manufacturers to raise average prices. The purchase price of raw milk was low in 2023, as a result of which some farmers were on the verge of bankruptcy; however the price on store shelves increased for consumers. Consumers are more price-sensitive than ever following the pandemic and rising costs of living, so...

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 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: 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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