

Other Hot Drinks in Latvia

Market Direction | 2024-01-12 | 22 pages | Euromonitor

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Report description:

Other hot drinks retained a relatively niche presence in Latvia in 2023, with little interest on the part of consumers and retailers. Other plant-based hot drinks led retail volume and value sales, due to the popularity of barley-and chicory-based amongst older generations. However, the consumption of other plant-based hot drinks is in decline as younger consumers tend not to like the taste of these beverages. Instead, this demographic is tending towards coffee or alternatively, soft drinks.

Euromonitor International's Other Hot Drinks 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks 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.

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OTHER HOT DRINKS IN LATVIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks remains a niche category with low growth potential

Stagnant performance for chocolate-based flavoured powder drinks, thanks to demographic factors

Players look to expand the consumer base for chocolate-based drinks beyond children, amid concerns over high sugar content

PROSPECTS AND OPPORTUNITIES

Gloomy outlook expected, as core products fail to find relevance with younger consumers

Health and wellness focus could present potential growth opportunity

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