

## **Soft Drinks in Latvia**

Market Direction | 2024-01-10 | 79 pages | Euromonitor

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### **Report description:**

Due to rising inflation and economic uncertainty in Latvia, off-trade volume sales of soft drinks declined in 2023. With rising prices, disposable incomes were reduced, leading many to adapt their buying habits, reducing purchases of non-essential items. This led to an overall off-trade volume decline for soft drinks, considered unessential by many. Despite lower prices, the deepest decline was noted in concentrates, which are suffering from the rising health and wellness trend. As such, product...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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.

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## Table of Contents:

Soft Drinks in Latvia  
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### List Of Contents And Tables

#### SOFT DRINKS IN LATVIA

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

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## Table 32 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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### SOURCES

Summary 1 Research Sources

### CARBONATES IN LATVIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Off-trade volume sales stagnate as inflation and rising prices challenge sales

Reduced sugar carbonates drive growth, addressing rising sugar concerns

Health trends challenge retail volume growth in carbonates

#### PROSPECTS AND OPPORTUNITIES

Rising competition from healthier options leads to a decline in off-trade volume sales

Vast offerings in foodservice outlets challenge on-trade volume sales of carbonates

Carbonates face competition from bottled water and sports drinks

#### CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 42 ☐Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 43 ☐NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 ☐LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 ☐NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 ☐LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 ☐Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 ☐Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 ☐Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 50 ☐Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 51 ☐Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 52 ☐Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

### JUICE IN LATVIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High prices and sugar content challenge sales of all juice products in 2023

Rising competition challenges volume sales of juice in the on-trade

Strong presence of local players while Lidl makes its mark on the landscape

#### PROSPECTS AND OPPORTUNITIES

Off-trade volume sales face rising competition from sugar-free alternatives

Tomato and apple juice benefit from traditional consumption in the country

Home-made freshly squeezed juice remains a threat over the forecast period

#### CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2018-2023

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Table 54 Off-trade Sales of Juice by Category: Value 2018-2023  
 Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023  
 Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023  
 Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023  
 Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023  
 Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023  
 Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023  
 Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028  
 Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028  
 Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028  
 Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## BOTTLED WATER IN LATVIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Challenging economic conditions lead to a decline in off-trade volume sales  
 Flavoured and functional water drives growth through added-value benefits  
 Local players lead as Lidl increases its position on the landscape

#### PROSPECTS AND OPPORTUNITIES

Environmental concerns and the rising cost of living drives the consumption of tap water  
 Off-trade volume growth returns as the economy improves  
 Positive outlook as consumers eschew carbonates for healthier alternatives

### CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023  
 Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023  
 Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023  
 Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023  
 Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023  
 Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023  
 Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023  
 Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023  
 Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028  
 Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028  
 Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028  
 Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## SPORTS DRINKS IN LATVIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive off-trade volume growth as interest in physical activity increases  
 A positive reputation and health interests boost sales of reduced-sugar sports drinks  
 Consolidated competitive landscape led by Mega Baltic with its Oshee brand

#### PROSPECTS AND OPPORTUNITIES

Bright future for sports drinks as health trends continue to drive demand  
 Local offerings become increasingly appealing, as players invest in marketing  
 Growing competition from sports nutrition and functional bottled water

### CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023  
 Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023

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Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023  
 Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023  
 Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023  
 Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023  
 Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023  
 Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023  
 Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028  
 Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028  
 Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028  
 Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## ENERGY DRINKS IN LATVIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail sales drive double-digit volume growth for the second consecutive year  
 Limited price increases aid ongoing off-trade volume growth in energy drinks  
 Coca-Cola leads as consumers appreciate the flavour and affordability of Monster

#### PROSPECTS AND OPPORTUNITIES

Retail volume sales continue to grow, driven by ongoing flavour innovations  
 Sugar-free variants have become popular, aligning with rising health trends  
 Energy drinks face increasing competition from other soft drinks options

### CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023  
 Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023  
 Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023  
 Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023  
 Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023  
 Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023  
 Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023  
 Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023  
 Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028  
 Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028  
 Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028  
 Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## CONCENTRATES IN LATVIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ongoing decline in off-trade volume sales as concentrates fail to appeal  
 Premium offerings add value to the landscape, aligning with eco and health trends  
 Sports drinks concentrates benefit from a greater level of innovation

#### PROSPECTS AND OPPORTUNITIES

Health trends see liquid concentrates fare better than powder concentrates  
 Focus on healthier positioning diminishes the use of syrups in concentrates  
 Affordable price points will remain an advantage for concentrates

### CATEGORY DATA

#### Concentrates Conversions

Summary 2      Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

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Table 102 Off-trade Sales of Concentrates by Category: Value 2018-2023  
 Table 103 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023  
 Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023  
 Table 105 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023  
 Table 106 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023  
 Table 107 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023  
 Table 108 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023  
 Table 109 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023  
 Table 110 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023  
 Table 111 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023  
 Table 112 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023  
 Table 113 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028  
 Table 114 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028  
 Table 115 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028  
 Table 116 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

#### RTD TEA IN LATVIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales suffer as consumers consider RTD tea unessential during a time of rising prices  
 Health and wellness trends limit purchases of RTD tea for children  
 Coca-Cola retains its strong lead, while the presence of private label expands

#### PROSPECTS AND OPPORTUNITIES

RTD tea continues to decline as health concerns impact sales  
 Rising awareness and increased visibility aids the popularity of Kombucha  
 Sugar-free offerings are set to increase, aligning with consumer demands

#### CATEGORY DATA

Table 117 Off-trade Sales of RTD Tea by Category: Volume 2018-2023  
 Table 118 Off-trade Sales of RTD Tea by Category: Value 2018-2023  
 Table 119 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023  
 Table 120 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023  
 Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023  
 Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023  
 Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023  
 Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023  
 Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028  
 Table 126 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028  
 Table 127 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028  
 Table 128 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

#### RTD COFFEE IN LATVIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Double-digit retail volume growth as sales rise from a low base  
 Forecourt presence aids impulse purchases of RTD coffee  
 Ennstal Milch KG retains its lead, with its popular Landessa range

#### PROSPECTS AND OPPORTUNITIES

Healthy off-trade volume growth driven by rising awareness and availability  
 RTD coffee is not set to enter on-trade establishments across the forecast period

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RTD coffee growth driven by millennials and Generation Z

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 130 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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