

## **Ice Cream in Latvia**

Market Direction | 2024-07-09 | 19 pages | Euromonitor

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### **Report description:**

The Latvian ice cream industry is cautiously optimistic about 2024, with an anticipated early summer potentially boosting sales. This could help recoup some of the losses experienced in 2022, which were not fully recovered in 2023. Warmer weather typically translates to increased ice cream consumption, and an early start to the summer season could provide a much-needed lift.

Euromonitor International's Ice Cream 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

### Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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