

Snacks in Latvia

Market Direction | 2024-07-09 | 61 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

Snacks in Latvia is exhibiting signs of a comeback in 2024, following a challenging period in 2022 and 2023 marked by price increases across various categories. While the beginning of the year witnessed sluggish sales, a more optimistic outlook emerges for the latter half. This recovery can be attributed to several factors, including a shift in consumer preferences. Burdened by high inflation in 2022-2023, Latvians are becoming more price-conscious, influencing their snacking habits and leading...

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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

Table of Contents:

Snacks in Latvia
Euromonitor International
July 2024

List Of Contents And Tables

SNACKS IN LATVIA

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tentative signs of stability

Retail-driven market consolidation and the rise of power brands

Competitive landscape remains stable

PROSPECTS AND OPPORTUNITIES

Stagnant sales with potential challenges

Private label gains traction

Countlines retain leadership but face competition

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth due to inflationary pressures
Post-pandemic bounce back, but challenges remain
Mars dominates, Menthol reigns supreme

PROSPECTS AND OPPORTUNITIES

Stagnant market seeks niche innovation
Limited experimentation with flavours, niche retailers offer alternatives
Healthier gums to drive value sales whilst sustainability will influence product development

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024
Table 26 Sales of Gum by Category: Value 2019-2024
Table 27 Sales of Gum by Category: % Volume Growth 2019-2024
Table 28 Sales of Gum by Category: % Value Growth 2019-2024
Table 29 Sales of Gum by Flavour: Rankings 2019-2024
Table 30 NBO Company Shares of Gum: % Value 2020-2024
Table 31 LBN Brand Shares of Gum: % Value 2021-2024
Table 32 Distribution of Gum by Format: % Value 2019-2024
Table 33 Forecast Sales of Gum by Category: Volume 2024-2029
Table 34 □Forecast Sales of Gum by Category: Value 2024-2029
Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029
Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shrinking product area driven by health concerns
Seasonal relief: Medicated confectionery
Stable competitive landscape

PROSPECTS AND OPPORTUNITIES

Bleak outlook for sugar-laden treats
More focus on healthier positioning
Medicated confectionery: A pharmacy staple

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024
Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024
Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024
Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024
Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024
Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet alternatives to chocolate

Protein bars: A healthy rise

Orkla consolidates significant lead whilst the Petergailis experiment fizzles out

PROSPECTS AND OPPORTUNITIES

Above-average growth expected

Products with functional ingredients a key growth area

Significant growth for protein/energy bars, though from low base

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Early summer brings hope for ice cream sales

Impulse ice cream reigns supreme

Rigas Piena Kombinats maintains leading position

PROSPECTS AND OPPORTUNITIES

Weather remains the key driver

Dairy reigns supreme, alternatives remain niche

Sticks and cones take the lead

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 69 Sales of Ice Cream by Category: Volume 2019-2024
 Table 70 Sales of Ice Cream by Category: Value 2019-2024
 Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024
 Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024
 Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
 Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024
 Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024
 Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024
 Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
 Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
 Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
 Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
 Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024
 Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029
 Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029
 Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
 Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN LATVIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

A cautious uptick replaces decline

Tortilla's identity crisis: A missed opportunity?

Adazu: A recipe for success

PROSPECTS AND OPPORTUNITIES

A brighter future on the horizon

Savoury snacks benefit from the growing on-the-go trend

Lay's: A potential comeback story

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024
 Table 87 Sales of Savoury Snacks by Category: Value 2019-2024
 Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
 Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024
 Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024
 Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024
 Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024
 Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
 Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029
 Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
 Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Snacks in Latvia

Market Direction | 2024-07-09 | 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@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com