

RTD Coffee in Latvia

Market Direction | 2024-12-16 | 26 pages | Euromonitor

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Report description:

Along with energy drinks, RTD coffee is expected to be one of the best performing soft drinks in Latvia in 2024. However, this is from a low base. Coffee is Latvia's most popular hot drinks by far and consumers are open to also make the shift to RTD coffee. Also, consumers perceive RTD coffee as a lower sugar alternative than for instance carbonates and this is also driving its growth. Sales are also highly seasonal, with sales peaking during the summer months. Brands and retailers capitalise on...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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Scotts International. EU Vat number: PL 6772247784

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

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