

Wine in Latvia

July 2023

Table of Contents

Wine in Latvia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine enjoys solid recovery as consumption begins to normalise Lack of knowledge pushes consumers towards lower quality sweet wines Local players make small strides in wine

PROSPECTS AND OPPORTUNITIES

Healthy growth ahead for wine category Fortified wine is losing appeal Non-alcoholic wines to remain niche

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022Table 2 - Sales of Wine by Category: Total Value 2017-2022Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022Table 9 - Forecast Sales of Wine by Category: Total Volume 2022-2027Table 10 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Latvia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 13 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 15 - Sales of Alcoholic Drinks by Category: Notal Value 2017-2022
Table 16 - Sales of Alcoholic Drinks by Category: Notal Value Growth 2017-2022
Table 17 - Sales of Alcoholic Drinks by Category: Notal Value Growth 2017-2022
Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Nolume 2022
Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Nolume 2022
Table 22 - GBO Company Shares of Alcoholic Drinks by Format: Notal Volume 2018-2022
Table 23 - Distribution of Alcoholic Drinks by Format: Noff-trade Value 2017-2022
Table 24 - Distribution of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 27 - Forecast Sales of Alcoholic Drinks by Category: Notal Volume 2022-2027
Table 28 - Forecast Sales of Alcoholic Drinks by Category: Notal Value 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-latvia/report.