

# Wine in Latvia

July 2023

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## 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

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

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## 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

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

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