

# Soft Drinks in Latvia

January 2024

Table of Contents

#### Soft Drinks in Latvia

## **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 32 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## DISCLAIMER

# SOURCES

Summary 1 - Research Sources

## Bottled Water in Latvia

# KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Challenging economic conditions lead to a decline in off-trade volume sales Flavoured and functional water drives growth through added-value benefits Local players lead as Lidl increases its position on the landscape

#### PROSPECTS AND OPPORTUNITIES

Environmental concerns and the rising cost of living drives the consumption of tap water Off-trade volume growth returns as the economy improves

Positive outlook as consumers eschew carbonates for healthier alternatives

#### CATEGORY DATA

- Table 33 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
- Table 34 Off-trade Sales of Bottled Water by Category: Value 2018-2023
- Table 35 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
- Table 36 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
- Table 37 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
- Table 38 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
- Table 39 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
- Table 40 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
- Table 41 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
- Table 42 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
- Table 43 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
- Table 44 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## Carbonates in Latvia

## **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Off-trade volume sales stagnate as inflation and rising prices challenge sales Reduced sugar carbonates drive growth, addressing rising sugar concerns Health trends challenge retail volume growth in carbonates

## PROSPECTS AND OPPORTUNITIES

Rising competition from healthier options leads to a decline in off-trade volume sales Vast offerings in foodservice outlets challenge on-trade volume sales of carbonates Carbonates face competition from bottled water and sports drinks

## **CATEGORY DATA**

- Table 45 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
- Table 46 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
- Table 47 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
- Table 48 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
- Table 49 Off-trade Sales of Carbonates by Category: Volume 2018-2023
- Table 50 Off-trade Sales of Carbonates by Category: Value 2018-2023
- Table 51 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
- Table 52 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
- Table 53 Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023
- Table 54 Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 55 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 56 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 57 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 58 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 59 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 60 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

- Table 61 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 62 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
- Table 63 Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028
- Table 64 Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

## Concentrates in Latvia

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Ongoing decline in off-trade volume sales as concentrates fail to appeal Premium offerings add value to the landscape, aligning with eco and health trends Sports drinks concentrates benefit from a greater level of innovation

## PROSPECTS AND OPPORTUNITIES

Health trends see liquid concentrates fare better than powder concentrates Focus on healthier positioning diminishes the use of syrups in concentrates Affordable price points will remain an advantage for concentrates

## **CATEGORY DATA**

## **Concentrates Conversions**

- Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 65 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
- Table 66 Off-trade Sales of Concentrates by Category: Value 2018-2023
- Table 67 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
- Table 68 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
- Table 69 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023
- Table 70 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
- Table 71 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
- Table 72 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
- Table 73 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
- Table 74 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
- Table 75 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
- Table 76 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
- Table 77 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
- Table 78 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
- Table 79 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
- Table 80 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## Juice in Latvia

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

High prices and sugar content challenge sales of all juice products in 2023 Rising competition challenges volume sales of juice in the on-trade Strong presence of local players while Lidl makes its mark on the landscape

## PROSPECTS AND OPPORTUNITIES

Off-trade volume sales face rising competition from sugar-free alternatives

Tomato and apple juice benefit from traditional consumption in the country

Home-made freshly squeezed juice remains a threat over the forecast period

# **CATEGORY DATA**

- Table 81 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 82 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 83 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 84 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 85 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 86 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 87 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 88 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 89 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 90 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 91 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 92 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## RTD Coffee in Latvia

# KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Double-digit retail volume growth as sales rise from a low base

Forecourt presence aids impulse purchases of RTD coffee

Ennstal Milch KG retains its lead, with its popular Landessa range

## PROSPECTS AND OPPORTUNITIES

Healthy off-trade volume growth driven by rising awareness and availability RTD coffee is not set to enter on-trade establishments across the forecast period RTD coffee growth driven by millennials and Generation Z

## **CATEGORY DATA**

- Table 93 Off-trade Sales of RTD Coffee: Volume 2018-2023
- Table 94 Off-trade Sales of RTD Coffee: Value 2018-2023
- Table 95 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
- Table 96 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
- Table 97 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
- Table 98 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
- Table 99 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
- Table 100 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
- Table 101 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
- Table 102 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
- Table 103 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
- Table 104 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

# RTD Tea in Latvia

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Sales suffer as consumers consider RTD tea unessential during a time of rising prices Health and wellness trends limit purchases of RTD tea for children Coca-Cola retains its strong lead, while the presence of private label expands

# PROSPECTS AND OPPORTUNITIES

RTD tea continues to decline as health concerns impact sales
Rising awareness and increased visibility aids the popularity of Kombucha
Sugar-free offerings are set to increase, aligning with consumer demands

#### CATEGORY DATA

- Table 105 Off-trade Sales of RTD Tea by Category: Volume 2018-2023
- Table 106 Off-trade Sales of RTD Tea by Category: Value 2018-2023
- Table 107 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
- Table 108 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
- Table 109 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
- Table 110 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
- Table 111 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
- Table 112 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
- Table 113 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
- Table 114 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
- Table 115 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
- Table 116 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

# Energy Drinks in Latvia

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Retail sales drive double-digit volume growth for the second consecutive year Limited price increases aid ongoing off-trade volume growth in energy drinks Coca-Cola leads as consumers appreciate the flavour and affordability of Monster

## PROSPECTS AND OPPORTUNITIES

Retail volume sales continue to grow, driven by ongoing flavour innovations Sugar-free variants have become popular, aligning with rising health trends Energy drinks face increasing competition from other soft drinks options

# CATEGORY DATA

- Table 117 Off-trade Sales of Energy Drinks: Volume 2018-2023
- Table 118 Off-trade Sales of Energy Drinks: Value 2018-2023
- Table 119 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
- Table 120 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
- Table 121 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
- Table 122 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
- Table 123 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
- Table 124 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
- Table 125 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
- Table 126 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
- Table 127 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
- Table 128 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

# Sports Drinks in Latvia

## **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Positive off-trade volume growth as interest in physical activity increases

A positive reputation and health interests boost sales of reduced-sugar sports drinks

Consolidated competitive landscape led by Mega Baltic with its Oshee brand

# PROSPECTS AND OPPORTUNITIES

Bright future for sports drinks as health trends continue to drive demand Local offerings become increasingly appealing, as players invest in marketing Growing competition from sports nutrition and functional bottled water

# **CATEGORY DATA**

Table 129 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 130 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 131 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 132 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 133 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 134 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 135 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 136 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 137 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 138 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 139 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 140 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## 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/soft-drinks-in-latvia/report.