

# Sports Drinks in Latvia

January 2024

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## 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

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