

# 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  
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