



# Concentrates in Latvia

December 2025

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## Concentrates in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premium liquid concentrates drive consumer interest

#### INDUSTRY PERFORMANCE

Shift towards higher-quality concentrates

Liquid concentrates registers strongest performance

#### WHAT'S NEXT?

Liquid concentrates will continue to drive growth

Growing focus on premium offerings

Excise tax hike likely to impact sales of concentrates

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

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Orkla leads fragmented landscape

Very Berry gains traction

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Supermarkets is primary channel for concentrates

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Challenging year for soft drinks

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Cold summer temperatures impact demand

Energy drinks registers strong performance

Juice continues to struggle

## WHAT'S NEXT?

Modest recovery for soft drinks

Added-value categories to drive future growth

Excise duty increase will reshape soft drinks market

## COMPETITIVE LANDSCAPE

Cido Grupa and Cola-Cola dominate sales

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