



Concentrates in Latvia

December 2025

Table of Contents

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

COMPETITIVE LANDSCAPE

Orkla leads fragmented landscape

Very Berry gains traction

CHANNELS

Supermarkets is primary channel for concentrates

Discounters sees rising consumer adoption

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Soft Drinks in Latvia - Industry Overview

EXECUTIVE SUMMARY

Challenging year for soft drinks

KEY DATA FINDINGS

INDUSTRY PEFORMANCE

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

Aldaris AS leads growth with Vichy bottled water

CHANNELS

Supermarkets remains largest channel

Discounters gains traction

E-commerce expands from low base

Foodservice vs retail split

MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 26 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 27 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 28 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 30 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

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/concentrates-in-latvia/report.