



Tea in Latvia

December 2025

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Tea in Latvia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea faces ongoing challenges

INDUSTRY PERFORMANCE

Limited value growth amid shifting preferences
Fruit/herbal tea benefits from healthy living trend

WHAT'S NEXT?

Tea faces decline amid ageing consumer base
Fruit/herbal tea will show greatest resilience
Greater sustainability focus

COMPETITIVE LANDSCAPE

Inteka remains leading tea player
Rigas Farmaceutiska Fabrika's functional teas gain ground

CHANNELS

Supermarkets remains leading channel
Discounters shows notable dynamism

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Hot Drinks in Latvia - Industry Overview

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Limited potential for growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Limited scope for growth
Premiumisation is a key feature of coffee, alongside everyday low price strategies
Fruit/herbal offerings provide boost to tea sales

WHAT'S NEXT?

Limited growth prospects amid ongoing saturation
Coffee innovation to focus on pods and beans
Everyday low-price strategy could influence market dynamics

COMPETITIVE LANDSCAPE

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CHANNELS

Supermarkets remains leading channel

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