



Euromonitor
International

Baby Food in Latvia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Baby food sales fall into a slump, due to decline seen in birth rates in the country
Nutricia maintains lead thanks to its popular Aptamil, Tutteli, and Milupa brands
Supermarkets maintains leading channel place, while retail e-commerce continues to grow its share

PROSPECTS AND OPPORTUNITIES

A return to low positive growth expected, driven by baseline demand
Health and wellness trends will drive innovation in baby food
Specialised products will continue to attract attention, albeit remaining niche

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Dairy Products and Alternatives in Latvia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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