



Spirits in Latvia

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Grand Cavalier and Imported Brandy Gain Traction as Vodka Falls

Brandy'S Dual Approach Appeals to Both Value and Premium Buyers

Rigas Balzams Faces Uncertainty as Bitters Diversify to Sustain Relevance

Chart 1 - Non-Alcoholic Spirits See a Slow but Steady Increase in Popularity

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Consumers of Legal Drinking Age Shift to Rum and Premium Spirits

Brandy, Whisky and Bitters Adapt to Evolving Consumer Tastes

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Latvijas Balzams as Leverages Diverse Spirits to Sustain Dominance

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Maxima and Rimi Strengthen Reach with Broad Spirits Selection

Lidl Leverages Pricing and Promotions to Attract New Buyers

Maxima and Rimi Integrate Online and In-Store to Sustain Loyalty

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Latvia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Aldaris and Tervetes Build Loyalty as Mainstream Brands Lose Ground

Brandy Leverages Price Dynamics to Capture Share as Vodka Retreats
Cold Summer Suppresses Outdoor Drinking and Reshapes Consumer Habits
Chart 15 - Cool Summer Dampens Alcoholic Drinks Sales
Chart 16 - Volume Sales 2020-2030
Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Consumers Shift From Strong Drinks to Lighter Wines as Premium Cider Gains Appeal
Latvijas Balzams' Instability and Cross-Category Innovation Create New Risks and Opportunities
Chart 18 - Forecast Volume Sales 2020-2030
Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Alcoholic Drinks
Aldaris Leverages Promotions and Portfolio Breadth to Widen Its Lead
Chart 21 - Company Shares 2025
Chart 22 - Brand Shares 2025

CHANNELS

Maxima and Rimi Drive Supermarket Dominance with Promotions and Product Range
Discounters and Supermarkets Adapt to Cost Sensitivity and Changing Habits
Maxima and Rimi Extend E-Commerce Reach as Online Shopping Mirrors Store Offers

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

PRODUCTS

Premium Brands Capture Loyalty as Consumers Shift Preferences
Cold Summer Limits Outdoor Sales and Reshapes Product Demand

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks
Chart 24 - Real Gdp Growth 2020-2030
Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks
Chart 27 - Population 2020-2030
Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/spirits-in-latvia/report.