



# Soft Drinks in Latvia

December 2025

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# Soft Drinks in Latvia

## EXECUTIVE SUMMARY

Challenging year for soft drinks

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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

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Cold summer temperatures impact demand

#### INDUSTRY PERFORMANCE

Sales plummet in 2025

Functional bottled water finds its niche

#### WHAT'S NEXT?

Muted outlook after short-term rebound

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[Carbonates in Latvia](#)

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## 2025 DEVELOPMENTS

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Excise duty increase will reshape carbonates

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## COUNTRY REPORTS DISCLAIMER

Concentrates in Latvia

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## INDUSTRY PERFORMANCE

Shift towards higher-quality concentrates

Liquid concentrates registers strongest performance

## WHAT'S NEXT?

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[Juice in Latvia](#)

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### INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

Anticipated modest short-term recovery amid more gloomy long-term outlook  
Limited innovation, with traditional flavours continuing to dominate  
Forthcoming excise tax will impact sugary juices

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RTD Coffee in Latvia

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### INDUSTRY PERFORMANCE

Healthy growth in 2025, despite seasonal fluctuations

RTD coffee still at early stage of development

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Bright outlook for RTD coffee

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[RTD Tea in Latvia](#)

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RTD tea continues to lose ground

Reduced sugar offerings show greater resilience

#### WHAT'S NEXT?

RTD tea will register disappointing performance

Innovation, including health-focused offerings, will drive growth

Excise tax hike likely to impact sales of regular RTD tea

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[Energy Drinks in Latvia](#)

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#### INDUSTRY PERFORMANCE

Buoyant performance for energy drinks

Reduced sugar variants lead growth

#### WHAT'S NEXT?

Energy drinks will continue to perform strongly

Innovation will drive growth

Excise tax hike likely to impact sales of regular energy drinks

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[Sports Drinks in Latvia](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

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#### INDUSTRY PERFORMANCE

Unfavourable weather conditions place temporary halt on expansion

Reduced sugar offerings show greater resilience

#### WHAT'S NEXT?

Sports drinks poised for strong growth

Local brands will lean into digital marketing

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