



Baked Goods in Latvia

November 2025

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Baked Goods in Latvia - Category analysis

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2025 DEVELOPMENTS

Highly saturated market with limited growth potential

INDUSTRY PERFORMANCE

Baked goods continues to face significant challenges

Indulgence trend supports growth of unpackaged pastries

WHAT'S NEXT?

Baked goods show limited growth prospects

Rising interest in healthier baked goods

COMPETITIVE LANDSCAPE

Latvijas Maiznieks maintains its lead in 2025

Private label increasingly appeals to budget-conscious consumers

CHANNELS

Supermarkets lead, offering a wide selection of both packaged and artisanal baked goods

E-commerce grows, but physical stores retain an advantage

Discounters most dynamic

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EXECUTIVE SUMMARY

Limited expansion but steady demand for core products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Impact of a cold summer

Price is key

Consumers seek products that offer both taste and freshness

WHAT'S NEXT?

Mature market with little room for growth

Private label expansion

Better future for barbecue-related products

COMPETITIVE LANDSCAPE

Forevers leads a highly fragmented market

Nord-Exim benefits from the rising demand for affordable and quick meal options

Rapid growth of private label

CHANNELS

Leading convenience stores offer a broad selection of products

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