



**Euromonitor
International**

Breakfast Cereals in Latvia

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Breakfast Cereals in Latvia - Category analysis

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Breakfast cereals struggle to gain a firmer foothold

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Traditional breakfast options maintain their competitive edge

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Challenge of low tradition of RTE cereal consumption in the country

Consumers continue to favour sweet products despite growing health awareness

COMPETITIVE LANDSCAPE

Leading Nestlé offers popular children's brands

Cerera Foods' cereals attract cost-conscious consumers

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Impact of a cold summer

Price is key

Consumers seek products that offer both taste and freshness

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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

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