



Drinking Milk Products in Latvia

August 2025

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Drinking Milk Products in Latvia - Category analysis

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2025 DEVELOPMENTS

Positive growth for drinking milk products, driven by full fat fresh milk
Rigas maintains its lead thanks to strong brand reputation of Limbazu Piens
Supermarkets maintain strong relevance for sales of drinking milk products

PROSPECTS AND OPPORTUNITIES

Drinking milk products will maintain low, positive, value sales, supported by baseline demand for full fat fresh milk
Full fat fresh milk will remain popular, being perceived as healthier and natural
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DISCLAIMER

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