

Processed Fruit and Vegetables in Latvia

November 2025

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Processed Fruit and Vegetables in Latvia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable demand for convenient products

INDUSTRY PERFORMANCE

Products remain a traditional part of daily nutrition in the country

Price and promotions dictate purchasing decisions

WHAT'S NEXT?

Stability, with fresh produce continuing to dominate

Opportunities in frozen vegetable mixtures for quick meals

Lower VAT makes products more affordable

COMPETITIVE LANDSCAPE

Orkla Foods enjoys significant negotiating power with retailers

Maxima's private label range drives its strong performance

CHANNELS

Smaller convenience stores are an attractive option for everyday purchases

E-commerce increasingly popular for delivery of heavy items

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Staple Foods in Latvia - Industry Overview

EXECUTIVE SUMMARY

Limited expansion but steady demand for core products

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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

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Leading convenience stores offer a broad selection of products

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