



# Staple Foods in Latvia

November 2025

Table of Contents

## Staple Foods in Latvia

### 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

Discounters appeal amid ongoing economic uncertainty

E-commerce continues to expand in 2025

### MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2021-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baked Goods in Latvia

### KEY DATA FINDINGS

### 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

#### CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in Latvia](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Breakfast cereals struggle to gain a firmer foothold

#### INDUSTRY PERFORMANCE

Breakfast cereals continues to struggle in 2025

Traditional breakfast options maintain their competitive edge

#### WHAT'S NEXT?

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

#### CHANNELS

Wide product selection ensures supermarkets maintain their lead

Latvian consumers prefer to visit nearby stores than shop online

Lidl's ongoing expansion supports strong growth of discounters

## CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Processed Fruit and Vegetables in Latvia

## 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

## CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## Processed Meat, Seafood and Alternatives To Meat in Latvia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising interest in healthier and convenient options

#### INDUSTRY PERFORMANCE

Cold summer and fewer barbecues impact sales in 2025

Poultry growth driven by both economic and health considerations

#### WHAT'S NEXT?

Chilled and fresh options gain traction

Manufacturers will need to adapt to meet consumers' health demands

Expanding private label portfolios

#### COMPETITIVE LANDSCAPE

Forevers leads with its traditional meat products

Manufacturers invest in private label lines

#### CHANNELS

Convenience stores offer easy access for everyday purchases

Insufficient investment in e-commerce's infrastructure

Lidl's ongoing expansion drives growth of discounters

#### CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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## Rice, Pasta and Noodles in Latvia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Stagnation in a well-established market

#### INDUSTRY PERFORMANCE

A balanced performance in 2025

Instant noodles in pouches benefit from their lower prices

#### WHAT'S NEXT?

Emerging opportunities in premium dried pasta  
Some shift toward healthier alternatives anticipated

## COMPETITIVE LANDSCAPE

Leading Dobeles Dzirnāvnieks' strong portfolio and longstanding presence ensure it retains its lead in 2025  
Maxima continues its strong growth momentum

## CHANNELS

Convenience stores attractive for everyday purchases  
Value-oriented positioning of discounters resonates strongly with consumers

## CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025  
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025  
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025  
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025  
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025  
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025  
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025  
Table 69 - NBO Company Shares of Rice: % Value 2021-2025  
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025  
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025  
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025  
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025  
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025  
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025  
Table 76 - Distribution of Rice by Format: % Value 2020-2025  
Table 77 - Distribution of Pasta by Format: % Value 2020-2025  
Table 78 - Distribution of Noodles by Format: % Value 2020-2025  
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030  
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030  
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030  
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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