



Processed Meat, Seafood and Alternatives To Meat in Latvia

November 2025

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

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Staple Foods in Latvia - Industry Overview

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

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