



Euromonitor
International

Meals and Soups in Latvia

November 2025

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Meals and Soups in Latvia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Most prefer home cooking, particularly given pressure on home budgets

INDUSTRY PERFORMANCE

Demand impacted by economic uncertainty and home cooking

Shelf stable soup appeals to a broad consumer base

WHAT'S NEXT?

Ongoing economic uncertainty will continue to limit demand

Health and wellness concerns further constrain category expansion

COMPETITIVE LANDSCAPE

Nestlé leads with its flagship Maggi brand

CHANNELS

Convenience retailers attract consumers looking for a quick meal solution

Lidl offers private label and a wide selection of prepared salads

CATEGORY DATA

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Cooking Ingredients and Meals in Latvia - Industry Overview

EXECUTIVE SUMMARY

Greater stability as price fluctuations ease

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Olive oil benefits from falling prices

Global cocoa price fluctuations impact chocolate spread

Impact of a cold summer

WHAT'S NEXT?

Stagnating sales of a mature market

Private label growth

Better future for barbecue-related products

COMPETITIVE LANDSCAPE

Orkla Food Latvija leads with its flagship Spilva brand
Medsol Srl's dynamic growth supported by rising olive oil demand

CHANNELS

Convenience stores and supermarkets lead
Discounters' growth driven by the ongoing expansion of Lidl
E-commerce's development constrained by a lack of investment

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