

Cider/Perry in Latvia

July 2023

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Cider/Perry in Latvia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider makes strong recovery post-pandemic

Small manufacturers benefit from lower excise duty

Return of outdoor events boost cider consumption

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Cider to enjoy robust growth in forthcoming period

Small manufacturers have opportunities to gain slice of cider sales

Consolidation expected as key players look to secure larger share

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Alcoholic Drinks in Latvia - Industry Overview

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

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Advertising

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On-trade establishments

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