

Concentrates in Latvia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing decline in off-trade volume sales as concentrates fail to appeal
Premium offerings add value to the landscape, aligning with eco and health trends
Sports drinks concentrates benefit from a greater level of innovation

PROSPECTS AND OPPORTUNITIES

Health trends see liquid concentrates fare better than powder concentrates
Focus on healthier positioning diminishes the use of syrups in concentrates
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