

# Yoghurt and Sour Milk Products in Latvia

September 2023

**Table of Contents** 

# Yoghurt and Sour Milk Products in Latvia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Waning demand for non-essential products Demand for health-boosting products Tukuma Piens AS leads with innovative products and strong advertising campaigns

## PROSPECTS AND OPPORTUNITIES

Stable demand as high price rises are not expected Growing importance of health and wellness Local producers set to maintain their lead

#### CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
Table 6 - LBN Brand Shares of Yoghurt and Sour Milk Products by Format: % Value 2020-2023
Table 7 - Distribution of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
Table 8 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

## Dairy Products and Alternatives in Latvia - Industry Overview

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for dairy products and alternatives?

#### MARKET DATA

 Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 Penetration of Private Label by Category: % Value 2018-2023
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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# SOURCES

Summary 1 - Research Sources

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