**Bottled Water in Latvia - Category analysis**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Strong recovery in bottled water as society opens up helped by warm summer weather
Competitive environment shaped by Everest acquisition, boycott on Russian and Belarusian brands and growing popularity of private label
Still bottled water drives volume growth, with functional bottled water growing from a low base

**PROSPECTS AND OPPORTUNITIES**

Positive outlook for bottled water as consumers eschew carbonates for healthier alternatives
Environmental concerns and the rising cost of living benefit tap water consumption at the expense of bottled water
Rising cost of living boosts popularity of private label bottled water products

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Soft drinks in Latvia - Industry Overview

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