

Bottled Water in Latvia

January 2024

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Bottled Water in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenging economic conditions lead to a decline in off-trade volume sales Flavoured and functional water drives growth through added-value benefits Local players lead as Lidl increases its position on the landscape

PROSPECTS AND OPPORTUNITIES

Environmental concerns and the rising cost of living drives the consumption of tap water Off-trade volume growth returns as the economy improves Positive outlook as consumers eschew carbonates for healthier alternatives

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