

Carbonates in Latvia

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Carbonates in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales stagnate as inflation and rising prices challenge sales Reduced sugar carbonates drive growth, addressing rising sugar concerns Health trends challenge retail volume growth in carbonates

PROSPECTS AND OPPORTUNITIES

Rising competition from healthier options leads to a decline in off-trade volume sales Vast offerings in foodservice outlets challenge on-trade volume sales of carbonates Carbonates face competition from bottled water and sports drinks

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