



RTD Tea in Latvia

December 2025

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RTD Tea in Latvia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea faces ongoing challenges

INDUSTRY PERFORMANCE

RTD tea continues to lose ground

Reduced sugar offerings show greater resilience

WHAT'S NEXT?

RTD tea will register disappointing performance

Innovation, including health-focused offerings, will drive growth

Excise tax hike likely to impact sales of regular RTD tea

COMPETITIVE LANDSCAPE

Coca-Cola leads with Fuze Tea

Rimi gains traction with private label offerings

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Cold summer temperatures impact demand

Energy drinks registers strong performance

Juice continues to struggle

WHAT'S NEXT?

Modest recovery for soft drinks

Added-value categories to drive future growth

Excise duty increase will reshape soft drinks market

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Cido Grupa and Cola-Cola dominate sales

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