

# Hot Drinks in Latvia

January 2024

**Table of Contents** 

#### Hot Drinks in Latvia

## EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for hot drinks?

## MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023 Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023 Table 3 - Retail Sales of Hot Drinks by Category: Volume 2018-2023 Table 4 - Retail Sales of Hot Drinks by Category: Value 2018-2023 Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023 Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023 Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023 Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023 Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023 Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023 Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023 Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023 Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023 Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023 Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023 Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028 Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028 Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028 Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028 Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028 Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028 Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028 Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028 Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

# DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

# Coffee in Latvia

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Coffee sees stagnant performance Latvians maintain a preference for fresh coffee, with pods gaining traction Lidl threatens to disrupt the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Flat performance expected Coffee pods buck flat sales trend Premium and economy products to appeal to different consumers

# CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2018-2023
Table 27 - Retail Sales of Coffee by Category: Value 2018-2023
Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023
Table 29 - Retail Sales of Coffee by Category: % Value Growth 2018-2023
Table 30 - NBO Company Shares of Coffee: % Retail Value 2019-2023
Table 31 - LBN Brand Shares of Coffee by Category: Volume 2023-2028
Table 32 - Forecast Retail Sales of Coffee by Category: Value 2023-2028
Table 34 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028
Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

# Tea in Latvia

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Tea suffers from post-pandemic stagnation Furit/herbal teas are valued for their health-giving properties Private label offerings gain traction

# PROSPECTS AND OPPORTUNITIES

Black tea to lose further ground Herbal teas will benefit from health and wellbeing focus Further expected growth of private label

# CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2018-2023
Table 37 - Retail Sales of Tea by Category: Value 2018-2023
Table 38 - Retail Sales of Tea by Category: % Volume Growth 2018-2023
Table 39 - Retail Sales of Tea by Category: % Value Growth 2018-2023
Table 40 - NBO Company Shares of Tea: % Retail Value 2019-2023
Table 41 - LBN Brand Shares of Tea by Category: Volume 2023-2028
Table 43 - Forecast Retail Sales of Tea by Category: Value 2023-2028
Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

# Other Hot Drinks in Latvia

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Other hot drinks remains a niche category with low growth potential Stagnant performance for chocolate-based flavoured powder drinks, thanks to demographic factors Players look to expand the consumer base for chocolate-based drinks beyond children, amid concerns over high sugar content

# PROSPECTS AND OPPORTUNITIES

Gloomy outlook expected, as core products fail to find relevance with younger consumers Health and wellness focus could present potential growth opportunity Chocolate-based drink players have the potential to gain share, alongside private label

# CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023
Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
Table 51 - LBN Brand Shares of Other Hot Drinks by Category: Volume 2020-2023
Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus
  of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-latvia/report.