



Juice in Latvia

December 2025

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Juice in Latvia - Category analysis

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2025 DEVELOPMENTS

Supply challenges constrain sales

INDUSTRY PERFORMANCE

Juice continues its downward trajectory

Not from concentrate 100% juice is most resilient category

WHAT'S NEXT?

Anticipated modest short-term recovery amid more gloomy long-term outlook

Limited innovation, with traditional flavours continuing to dominate

Forthcoming excise tax will impact sugary juices

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Cido Grupa SIA leads in juice

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Supermarkets dominates distribution

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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

COMPETITIVE LANDSCAPE

Cido Grupa and Cola-Cola dominate sales

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Summary 1 - Research Sources

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