Savoury Snacks in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Marginal volume increase in what is a mature product area
No changes in competitive landscape
Savoury snacks with healthier positioning gain value share

PROSPECTS AND OPPORTUNITIES
Modest growth over forecast period
Lidl set to increase the value share of private label over the forecast period
Savoury snacks benefit from the growing on-the-go trend

CATEGORY DATA
Table 1 - Sales of Savoury Snacks by Category: Volume 2018-2023
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Snacks in Latvia - Industry Overview

EXECUTIVE SUMMARY
Snacks in 2023: The big picture
Key trends in 2023
Competitive Landscape
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SOURCES
Summary 1 - Research Sources
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