



Euromonitor
International

Yoghurt and Sour Milk Products in Latvia

September 2026

Table of Contents

[Yoghurt and Sour Milk Products in Latvia - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

INDUSTRY PERFORMANCE

Protein and Premium Formats Drive Recovery

Chart 1 - Yoghurt Prices Ease in 2026

Protein Yoghurts and Dessert Lines Capture Consumer Spending Shifts

Private Label Lines and Branded Innovation Split the Dairy Shelf

Chart 2 - Protein Yoghurts and Dessert Versions Grows

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Smiltenes Piens and Food Union to Grow Value through Protein and Dessert Launches

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Smiltenes Piens Acquisition and Protein Innovation Reshape Competitive Order

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Maxima and Rimi Drive Sales with Price and Assortment Focus

Barbora and Rimi E-Veikals Remain Niche as In-Store Dominates

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Yoghurt and Sour Milk Products

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Yoghurt and Sour Milk Products

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

Chart 16 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Dairy Products and Alternatives in Latvia - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Private Label Expands as State Action and Imports Pressure Local Producers

Protein and Functional Dairy Drive Premiumisation Amid Price Pressure

Chart 17 - Protein Drinks, High-Protein Curd and Functional Yoghurt Support Dairy Demand

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Price Sensitivity Tempers Volume Growth Despite Rising Value Sales

Chart 20 - Butter and Cheese Prices Are Falling

Protein Launches by Local Leaders Reshape Consumer Value Perception and Competition

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Smiltenes Piens Acquisition of Cesvaines Piens Strengthens Cheese Leadership

Protein Launches by Local Producers Challenge Private Label Expansion

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Supermarkets, Hypermarkets and Discounters Drive Value-Focused Sales

Barbora and Rimi E-veikals Support Gradual Online Growth

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Dairy Products and Alternatives

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Dairy Products and Alternatives

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

Chart 32 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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/yoghurt-and-sour-milk-products-in-latvia/report.