

# Dairy Products and Alternatives in Latvia

September 2023

**Table of Contents** 

## Dairy Products and Alternatives in Latvia

## **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

## MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 5 Penetration of Private Label by Category: % Value 2018-2023
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

## DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Baby Food in Latvia

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Volume sales continue to fall as birth rates decline and prices rise

The market is open to innovation

International companies lead due to economies of scale and capacity to produce highest-quality products

## PROSPECTS AND OPPORTUNITIES

Decreasing birth rate to continue to hamper growth

Rising popularity of organic products

Special baby milk formula has growth potential

## **CATEGORY DATA**

- Table 9 Sales of Baby Food by Category: Volume 2018-2023
- Table 10 Sales of Baby Food by Category: Value 2018-2023
- Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 13 NBO Company Shares of Baby Food: % Value 2019-2023
- Table 14 LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 15 Distribution of Baby Food by Format: % Value 2018-2023
- Table 16 Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 17 Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 19 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

# Butter and Spreads in Latvia

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Slowed inflation lowers butter's unit price

Local Tukuma Piens remains unrivalled thanks to its leading Baltais brand

Private label growth in a time of economic instability and declining purchasing power

## PROSPECTS AND OPPORTUNITIES

Butter will continue to stagnate

Innovative products generate interest

Growth of discounters and private label

## **CATEGORY DATA**

- Table 20 Sales of Butter and Spreads by Category: Volume 2018-2023
- Table 21 Sales of Butter and Spreads by Category: Value 2018-2023
- Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
- Table 23 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
- Table 24 NBO Company Shares of Butter and Spreads: % Value 2019-2023
- Table 25 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
- Table 26 Distribution of Butter and Spreads by Format: % Value 2018-2023
- Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
- Table 28 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
- Table 29 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
- Table 30 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

## Cheese in Latvia

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

High prices and economic uncertainty result in stagnation in 2023

Spreadable cheese is gaining momentum

Local players continue to dominate due to rich historical traditions

## PROSPECTS AND OPPORTUNITIES

Slight growth as inflation declines

Private label share growth as consumers seek to make savings

Traditional cheeses are the basis of sales

# **CATEGORY DATA**

- Table 31 Sales of Cheese by Category: Volume 2018-2023
- Table 32 Sales of Cheese by Category: Value 2018-2023
- Table 33 Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 34 Sales of Cheese by Category: % Value Growth 2018-2023
- Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 36 NBO Company Shares of Cheese: % Value 2019-2023
- Table 37 LBN Brand Shares of Cheese: % Value 2020-2023
- Table 38 Distribution of Cheese by Format: % Value 2018-2023
- Table 39 Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 40 Forecast Sales of Cheese by Category: Value 2023-2028
- Table 41 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 42 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

# Drinking Milk Products in Latvia

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Demand stagnates due to high prices

Local players lead thanks to their quality and affordability

Private label appeals to price-sensitive consumers

#### PROSPECTS AND OPPORTUNITIES

Price stability expected

Plant-based milk as an alternative to cow's milk

Seasonality impacts flavoured milk drinks

## **CATEGORY DATA**

Table 43 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 44 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 45 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 46 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 47 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 48 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 49 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 50 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 51 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 52 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 53 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

# Yoghurt and Sour Milk Products in Latvia

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Waning demand for non-essential products

Demand for health-boosting products

Tukuma Piens AS leads with innovative products and strong advertising campaigns

## PROSPECTS AND OPPORTUNITIES

Stable demand as high price rises are not expected

Growing importance of health and wellness

Local producers set to maintain their lead

## **CATEGORY DATA**

Table 54 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 55 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 56 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 58 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 59 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 60 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 61 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 62 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 63 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

## Other Dairy in Latvia

# KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Ongoing challenges for other dairy in 2023

Staples remain in demand

Local players Tukuma Piens and Valmieras Piens maintain their lead

## PROSPECTS AND OPPORTUNITIES

Future demand for items perceived to be essential

Innovation with a focus on good health and wellness

Unhealthy image impacts condensed milk

## **CATEGORY DATA**

Table 65 - Sales of Other Dairy by Category: Volume 2018-2023

Table 66 - Sales of Other Dairy by Category: Value 2018-2023

Table 67 - Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 68 - Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 69 - NBO Company Shares of Other Dairy: % Value 2019-2023

Table 70 - LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 71 - Distribution of Other Dairy by Format: % Value 2018-2023

Table 72 - Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 73 - Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 74 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 75 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

# Plant-Based Dairy in Latvia

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Growth from a low base

Imported brands dominate plant-based dairy

Discounters expanding their plant-based ranges to attract price-sensitive consumers

## PROSPECTS AND OPPORTUNITIES

Further growth potential

Plant-based dairy is open to new players

Leader Alpro's share may decline as competition intensifies

## **CATEGORY DATA**

Table 76 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 77 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 78 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 79 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 80 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 81 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 82 - Forecast Sales of Plant-Based Dairy 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/dairy-products-and-alternatives-in-latvia/report.