



Euromonitor
International

Plant-Based Dairy in Latvia

September 2026

Table of Contents

[Plant-Based Dairy in Latvia - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Plant-Based Dairy Summary

INDUSTRY PERFORMANCE

Lidl, Rimi and Top! Drive Trial with Affordable Plant-Based Milk

Chart 1 - Plant-Based Stays Expensive Vs Cow's Milk

Plant-Based Milk Benefit From Coffee Culture as Price Barriers Constrain Wider Adoption

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Plant-Based Milk Captures Coffee Routines

Price Barriers and Demographic Pressures Limit Wider Expansion

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Alpro Consolidates Leadership as Private Label Gains Ground

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Lidl and Rimi Expand Reach with Targeted Plant-Based Ranges

Online Retail and Coffee Culture Support Category Visibility

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Plant-Based Dairy

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Plant-Based Dairy

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

Chart 15 - 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 16 - Protein Drinks, High-Protein Curd and Functional Yoghurt Support Dairy Demand

Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Price Sensitivity Tempers Volume Growth Despite Rising Value Sales

Chart 19 - Butter and Cheese Prices Are Falling

Protein Launches by Local Leaders Reshape Consumer Value Perception and Competition

Chart 20 - Forecast Value Sales 2021-2031

Chart 21 - 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 22 - Company Shares 2026

Chart 23 - Brand Shares 2026

CHANNELS

Supermarkets, Hypermarkets and Discounters Drive Value-Focused Sales

Barbora and Rimi E-Veikals Support Gradual Online Growth

Chart 24 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 25 - Economic Context for Dairy Products and Alternatives

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Dairy Products and Alternatives

Chart 29 - Population 2021-2031

Chart 30 - Population by Generation 2026

Chart 31 - 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/plant-based-dairy-in-latvia/report.