

# Beer in Latvia

August 2022

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## Beer in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand under pressure as off-trade sales decline and on-trade sales partially recover

Non alcoholic beer present strong opportunities for growth as consumer tastes change

Private label set to receive a major boost from the entry of Lidl

#### PROSPECTS AND OPPORTUNITIES

Demand for beer set to remain under pressure due to changing trends

Shifting tastes and preferences favourable for non alcoholic beer and craft beer

E-commerce to continue increasing in importance for the retail distribution of beer

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