

Rtds in Latvia

August 2022

Table of Contents

Rtds in Latvia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong growth for RTDs in 2021 as the category rebounds from 2020 sales declines
The arrival of Lidl set to result in growth for private label and pressure on unit prices
Non alcoholic RTDs becomes an important new trend, in line with other categories

PROSPECTS AND OPPORTUNITIES

E-commerce set to become more important in the distribution of RTDs
RTDs to benefit from prevailing global trends which are increasingly relevant in Latvia
Non alcoholic RTDs to gain ground as the health and wellness trend develops

CATEGORY DATA

- Table 1 - Sales of RTDs by Category: Total Volume 2016-2021
- Table 2 - Sales of RTDs by Category: Total Value 2016-2021
- Table 3 - Sales of RTDs by Category: % Total Volume Growth 2016-2021
- Table 4 - Sales of RTDs by Category: % Total Value Growth 2016-2021
- Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021
- Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2016-2021
- Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021
- Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021
- Table 9 - GBO Company Shares of RTDs: % Total Volume 2017-2021
- Table 10 - NBO Company Shares of RTDs: % Total Volume 2017-2021
- Table 11 - LBN Brand Shares of RTDs: % Total Volume 2018-2021
- Table 12 - Forecast Sales of RTDs by Category: Total Volume 2021-2026
- Table 13 - Forecast Sales of RTDs by Category: Total Value 2021-2026
- Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026
- Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

Alcoholic Drinks in Latvia - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
On-trade vs. off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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/rtds-in-latvia/report.