

Wine in Latvia

August 2022

Table of Contents

Wine in Latvia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sparkling wine is the big winner as most other categories see declining volume sales
On-trade growth rebounds somewhat during 2021 as off-trade sales decline
Lidl's entry into Latvia to boost private label and shake up the competitive environment

PROSPECTS AND OPPORTUNITIES

Wine slated for a strong recovery, with on-trade sales set to boom
Lidl expected to become a major player in wine, to the benefit of private label
Local wines set to become more popular as imported wines continue to dominate

CATEGORY DATA

- Table 1 - Sales of Wine by Category: Total Volume 2016-2021
- Table 2 - Sales of Wine by Category: Total Value 2016-2021
- Table 3 - Sales of Wine by Category: % Total Volume Growth 2016-2021
- Table 4 - Sales of Wine by Category: % Total Value Growth 2016-2021
- Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2016-2021
- Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2016-2021
- Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021
- Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021
- Table 9 - Forecast Sales of Wine by Category: Total Volume 2021-2026
- Table 10 - Forecast Sales of Wine by Category: Total Value 2021-2026
- Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026
- Table 12 - Forecast Sales of Wine 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 13 - Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

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

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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