



Spirits in Latvia

June 2024

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Spirits in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant performance in total volume sales
Fashionable mixing spirits gain appeal
Vodka is losing popularity among young adults

PROSPECTS AND OPPORTUNITIES

Steady volume decline as consumers shifts towards lighter drinks
Whiskies to return to positive sales performance
Mixing trend to lead in spirits consumption occasions

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Alcoholic Drinks in Latvia - Industry Overview

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

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