



# Other Hot Drinks in Latvia

January 2024

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## Other Hot Drinks in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Other hot drinks remains a niche category with low growth potential

Stagnant performance for chocolate-based flavoured powder drinks, thanks to demographic factors

Players look to expand the consumer base for chocolate-based drinks beyond children, amid concerns over high sugar content

#### PROSPECTS AND OPPORTUNITIES

Gloomy outlook expected, as core products fail to find relevance with younger consumers

Health and wellness focus could present potential growth opportunity

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