



Sports Drinks in Latvia

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive off-trade volume growth as interest in physical activity increases
A positive reputation and health interests boost sales of reduced-sugar sports drinks
Consolidated competitive landscape led by Mega Baltic with its Oshee brand

PROSPECTS AND OPPORTUNITIES

Bright future for sports drinks as health trends continue to drive demand
Local offerings become increasingly appealing, as players invest in marketing
Growing competition from sports nutrition and functional bottled water

CATEGORY DATA

- Table 1 - Off-trade Sales of Sports Drinks: Volume 2018-2023
- Table 2 - Off-trade Sales of Sports Drinks: Value 2018-2023
- Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

Soft Drinks in Latvia - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - 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/sports-drinks-in-latvia/report.