



# Juice in Latvia

January 2024

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## Juice in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High prices and sugar content challenge sales of all juice products in 2023  
Rising competition challenges volume sales of juice in the on-trade  
Strong presence of local players while Lidl makes its mark on the landscape

#### PROSPECTS AND OPPORTUNITIES

Off-trade volume sales face rising competition from sugar-free alternatives  
Tomato and apple juice benefit from traditional consumption in the country  
Home-made freshly squeezed juice remains a threat over the forecast period

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