



Beer in Latvia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth supported by promotions and a good summer
Aldaris AS leads beer, balancing traditional favourites with innovative extensions
Supermarkets offer diverse beer selections, competitive pricing, and regular promotions

PROSPECTS AND OPPORTUNITIES

Health trends and compeition from other drinks dampen sales
Rising popularity of craft and flavoured beers
Innovation to focus on flavour experimentation

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Alcoholic Drinks in Latvia - Industry Overview

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Competitive landscape
Retail 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

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DISCLAIMER

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