



Euromonitor
International

Cider/Perry in Latvia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting consumer spending and increased competition from other drinks
Strong portfolio, retail partnerships and innovation support Aldaris AS' leading position
Convenience of home delivery and the opportunity to access curated selections drives growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Growth fuelled by rising interest in local craft and fruit-based beverages, and innovative product offerings
Shifting consumer preferences
Botanical infusions and lower-alcohol variants to attract health-conscious consumers

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Alcoholic Drinks in Latvia - Industry Overview

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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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Contraband/parallel trade

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DISCLAIMER

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