



Concentrates in Latvia

December 2025

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Concentrates in Latvia - Category analysis

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2025 DEVELOPMENTS

Premium liquid concentrates drive consumer interest

INDUSTRY PERFORMANCE

Shift towards higher-quality concentrates

Liquid concentrates registers strongest performance

WHAT'S NEXT?

Liquid concentrates will continue to drive growth

Growing focus on premium offerings

Excise tax hike likely to impact sales of concentrates

Concentrates Conversions

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Orkla leads fragmented landscape

Very Berry gains traction

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Energy drinks registers strong performance

Juice continues to struggle

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Excise duty increase will reshape soft drinks market

COMPETITIVE LANDSCAPE

Cido Grupa and Cola-Cola dominate sales

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