



Tea in Latvia

December 2025

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Tea in Latvia - Category analysis

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Limited value growth amid shifting preferences

Fruit/herbal tea benefits from healthy living trend

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Tea faces decline amid ageing consumer base

Fruit/herbal tea will show greatest resilience

Greater sustainability focus

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Hot Drinks in Latvia - Industry Overview

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Limited potential for growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Limited scope for growth

Premiumisation is a key feature of coffee, alongside everyday low price strategies

Fruit/herbal offerings provide boost to tea sales

WHAT'S NEXT?

Limited growth prospects amid ongoing saturation

Coffee innovation to focus on pods and beans

Everyday low-price strategy could influence market dynamics

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