

Other Hot Drinks in Latvia

December 2025

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Other Hot Drinks in Latvia - Category analysis

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Unfavourable demographics and health trends hinder consumption

INDUSTRY PERFORMANCE

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Chocolate-based offerings show greatest resilience

WHAT'S NEXT?

Other hot drinks faces stagnation amid limited consumer interest

Other plant-based hot drinks could offer growth potential

Innovation will be needed to sustain interest in chocolate-based drinks

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Limited potential for growth

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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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