



**Euromonitor
International**

Baked Goods in Latvia

November 2025

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Baked Goods in Latvia - Category analysis

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Highly saturated market with limited growth potential

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WHAT'S NEXT?

Baked goods show limited growth prospects

Rising interest in healthier baked goods

COMPETITIVE LANDSCAPE

Latvijas Maiznieks maintains its lead in 2025

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Limited expansion but steady demand for core products

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INDUSTRY PERFORMANCE

Impact of a cold summer

Price is key

Consumers seek products that offer both taste and freshness

WHAT'S NEXT?

Mature market with little room for growth

Private label expansion

Better future for barbecue-related products

COMPETITIVE LANDSCAPE

Forevers leads a highly fragmented market

Nord-Exim benefits from the rising demand for affordable and quick meal options

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