



Rice, Pasta and Noodles in Latvia

November 2025

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Stagnation in a well-established market

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A balanced performance in 2025

Instant noodles in pouches benefit from their lower prices

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Emerging opportunities in premium dried pasta

Some shift toward healthier alternatives anticipated

COMPETITIVE LANDSCAPE

Leading Dobeles Dzirnānieks' strong portfolio and longstanding presence ensure it retains its lead in 2025

Maxima continues its strong growth momentum

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Convenience stores attractive for everyday purchases

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Staple Foods in Latvia - Industry Overview

EXECUTIVE SUMMARY

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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