



**Euromonitor  
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# Sweet Biscuits, Snack Bars and Fruit Snacks in Latvia

July 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Fall in volume sales, with high price of chocolate having an impact.

Private label performs strongly in 2025

Supermarkets lead distribution

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Price key driver of value sales

Focus on a healthier positioning

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-latvia/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-latvia/report).