

Yoghurt and Sour Milk Products in Latvia

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales remain positive thanks to healthy image of such products, especially sour milk products

Tukuma Piens maintains its lead thanks to popularity of Baltais brand

Supermarkets maintain strong relevance for sales of yoghurt and sour milk products

PROSPECTS AND OPPORTUNITIES

Positive and relatively stable sales expected to continue, thanks to healthy image of key products

Health and wellness trends will be the major drivers of the category over the coming years

Local producers set to maintain their lead

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