



Euromonitor
International

Rtds in Latvia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity and cautious consumer spending impact RTDs in 2024

Latvijas Balzams AS leads, supported by a robust product portfolio and strong relationships with both off-trade and on-trade partners

E-commerce platforms offer curated packs, exclusive promotions, and seasonal bundles that appeal to consumers seeking convenience and novelty

PROSPECTS AND OPPORTUNITIES

Return to growth driven by rising demand for convenience, flavour innovation and wellness-oriented products

Shift toward wine-based RTDs

Innovation to focus on bold flavours and healthier options to capture a wider consumer base

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Alcoholic Drinks in Latvia - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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- Contraband/parallel trade

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DISCLAIMER

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