



Euromonitor
International

Staple Foods in Latvia

November 2025

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Staple Foods in Latvia

EXECUTIVE SUMMARY

Limited expansion but steady demand for core products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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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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Indulgence trend supports growth of unpackaged pastries

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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Breakfast cereals continues to struggle in 2025

Traditional breakfast options maintain their competitive edge

WHAT'S NEXT?

Challenge of low tradition of RTE cereal consumption in the country

Consumers continue to favour sweet products despite growing health awareness

COMPETITIVE LANDSCAPE

Leading Nestlé offers popular children's brands

Cerera Foods' cereals attract cost-conscious consumers

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INDUSTRY PERFORMANCE

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Price and promotions dictate purchasing decisions

WHAT'S NEXT?

Stability, with fresh produce continuing to dominate

Opportunities in frozen vegetable mixtures for quick meals

Lower VAT makes products more affordable

COMPETITIVE LANDSCAPE

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Stagnation in a well-established market

INDUSTRY PERFORMANCE

A balanced performance in 2025

Instant noodles in pouches benefit from their lower prices

WHAT'S NEXT?

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Some shift toward healthier alternatives anticipated

COMPETITIVE LANDSCAPE

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