



Euromonitor  
International

# Plant-Based Dairy in Latvia

August 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Plant-based dairy is seeing the strongest growth across dairy and alternatives, albeit with somewhat limited potential

Alpro maintains lead thanks to popularity and well-known image of its namesake brand

Supermarkets maintain strong relevance for sales of plant-based dairy

#### PROSPECTS AND OPPORTUNITIES

Plant-based dairy will maintain positive growth, albeit at slowing rates due to consumer base reaching its potential

Consumer base will remain limited to those who are lactose intolerant and those who avoid animal-based products for ethical reasons

Plant-based dairy follows trends in traditional dairy

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