

RTD Coffee in Latvia

January 2024

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RTD Coffee in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit retail volume growth as sales rise from a low base Forecourt presence aids impulse purchases of RTD coffee Ennstal Milch KG retains its lead, with its popular Landessa range

PROSPECTS AND OPPORTUNITIES

Healthy off-trade volume growth driven by rising awareness and availability RTD coffee is not set to enter on-trade establishments across the forecast period RTD coffee growth driven by millennials and Generation Z

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