

Energy Drinks in Latvia

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Energy Drinks in Latvia - Category analysis

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2023 DEVELOPMENTS

Retail sales drive double-digit volume growth for the second consecutive year Limited price increases aid ongoing off-trade volume growth in energy drinks Coca-Cola leads as consumers appreciate the flavour and affordability of Monster

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Retail volume sales continue to grow, driven by ongoing flavour innovations Sugar-free variants have become popular, aligning with rising health trends Energy drinks face increasing competition from other soft drinks options

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