

Wine in Latvia

June 2024

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Wine in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade recovery boosts wine performance Prosecco supports sales of other sparkling wines Lighter options gain popularity

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Alcoholic Drinks in Latvia - Industry Overview

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Alcoholic drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing 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

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