

# Cider/Perry in Latvia

June 2024

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## Cider/Perry in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dynamic performance supported by hot summer  
Premium and non-alcoholic ciders emerge  
Somersby holds lead with popular apple and pear flavours

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for cider/perry  
Lighter options in greater demand due to health focus  
Premium cider to gain popularity in horeca

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## Alcoholic Drinks in Latvia - Industry Overview

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Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

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Drink driving  
Advertising  
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Opening hours  
On-trade establishments

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