

Concentrates in Latvia

January 2024

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Concentrates in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing decline in off-trade volume sales as concentrates fail to appeal
Premium offerings add value to the landscape, aligning with eco and health trends
Sports drinks concentrates benefit from a greater level of innovation

PROSPECTS AND OPPORTUNITIES

Health trends see liquid concentrates fare better than powder concentrates
Focus on healthier positioning diminishes the use of syrups in concentrates
Affordable price points will remain an advantage for concentrates

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