

Energy Drinks in Latvia

January 2024

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Energy Drinks in Latvia - Category analysis

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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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