

Sports Drinks in Latvia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive off-trade volume growth as interest in physical activity increases
A positive reputation and health interests boost sales of reduced-sugar sports drinks
Consolidated competitive landscape led by Mega Baltic with its Oshee brand

PROSPECTS AND OPPORTUNITIES

Bright future for sports drinks as health trends continue to drive demand
Local offerings become increasingly appealing, as players invest in marketing
Growing competition from sports nutrition and functional bottled water

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Soft Drinks in Latvia - Industry Overview

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