



**Euromonitor
International**

Coffee in Latvia

December 2025

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Coffee in Latvia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shift towards quality-driven consumption

INDUSTRY PERFORMANCE

Moderate value growth amid price volatility

Premium coffee formats drive sales

WHAT'S NEXT?

Promotions could diminish over forecast period

Online channels could support growth of premium coffee

COMPETITIVE LANDSCAPE

JDE retains lead with low-price strategy

Paulig gains traction

CHANNELS

Supermarkets retains its lead

Discounters and e-commerce gain traction

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Hot Drinks in Latvia - Industry Overview

EXECUTIVE SUMMARY

Limited potential for growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Limited scope for growth

Premiumisation is a key feature of coffee, alongside everyday low price strategies

Fruit/herbal offerings provide boost to tea sales

WHAT'S NEXT?

Limited growth prospects amid ongoing saturation

Coffee innovation to focus on pods and beans

Everyday low-price strategy could influence market dynamics

COMPETITIVE LANDSCAPE

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Paulig strengthens presence in Latvia

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