



Euromonitor  
International

# Breakfast Cereals in Latvia

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## Breakfast Cereals in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Breakfast cereals struggle to gain a firmer foothold

#### INDUSTRY PERFORMANCE

Breakfast cereals continues to struggle in 2025

Traditional breakfast options maintain their competitive edge

#### WHAT'S NEXT?

Challenge of low tradition of RTE cereal consumption in the country

Consumers continue to favour sweet products despite growing health awareness

#### COMPETITIVE LANDSCAPE

Leading Nestlé offers popular children's brands

Cerera Foods' cereals attract cost-conscious consumers

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Wide product selection ensures supermarkets maintain their lead

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Impact of a cold summer

Price is key

Consumers seek products that offer both taste and freshness

#### WHAT'S NEXT?

Mature market with little room for growth

Private label expansion

Better future for barbecue-related products

## COMPETITIVE LANDSCAPE

Forevers leads a highly fragmented market

Nord-Exim benefits from the rising demand for affordable and quick meal options

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/breakfast-cereals-in-latvia/report](https://www.euromonitor.com/breakfast-cereals-in-latvia/report).