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International

# Drinking Milk Products in Latvia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth for drinking milk products, driven by full fat fresh milk  
Rigas maintains its lead thanks to strong brand reputation of Limbazu Piens  
Supermarkets maintain strong relevance for sales of drinking milk products

PROSPECTS AND OPPORTUNITIES

Drinking milk products will maintain low, positive, value sales, supported by baseline demand for full fat fresh milk  
Full fat fresh milk will remain popular, being perceived as healthier and natural  
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DISCLAIMER

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