



Euromonitor
International

Sports Drinks in Latvia

December 2025

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Sports Drinks in Latvia - Category analysis

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2025 DEVELOPMENTS

Sluggish performance amid seasonal challenges

INDUSTRY PERFORMANCE

Unfavourable weather conditions place temporary halt on expansion

Reduced sugar offerings show greater resilience

WHAT'S NEXT?

Sports drinks poised for strong growth

Local brands will lean into digital marketing

Excise tax will impact sports drinks

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Cido Grupa gains traction with Mangali Active

CHANNELS

Supermarkets remains largest channel

Discounters makes inroads in sports drinks

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Excise duty increase will reshape soft drinks market

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