



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Latvia

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Selga Leads a Strong Market as Value and Heritage Brands Weather Inflationary Pressures

Chart 1 - Sweet Biscuits Capitalise on Chocolate's Price-Driven Retreat

Sweet Biscuits Dominate by Volume as Protein Bars Emerge as the Standout Growth Engine

Grenade and Rimi Fuel Functional Innovation as Health Claims Redefine Competitive Positioning

Chart 2 - Protein Bars: the Only Bar Growing in Volume

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Selga to Anchor Steady Value Growth as Private Label Expands Its Footprint through 2031

Health-Conscious Consumers to Drive Snack Bars' Growth as Protein Bars Lead the Way

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Orkla Strengthens Leadership as Private Label Brands Expand

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Leading Channels Sustain Positions through Promotions and Expanding Private Label Ranges

Online Retail Lags as Brick-And-Mortar Channels Retain Competitive Advantage

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Latvia - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Promotional Intensity and Structural Shifts Shape Latvia's Snacks Value Growth

Chart 17 - Cautious Optimism with Serious Doubts under Continued Inflation Pressure

Chocolate Confectionery Retains Lead as Consumers Trade Down to Biscuits and Gummies

Rigas Piena Kombinats and Magnum Icc Recover after Cold Summer Slump

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Protein Bars and Private Label Offerings Set to Drive Value Growth

Chart 20 - Forecast Value Sales 2021-2031

Chart 21 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Mars Latvija Capture Share as Orkla Latvija Defends Leadership

Rigas Piena Kombinats and Paulig Ignite Growth with New Launches

Chart 22 - Company Shares 2026

Chart 23 - Brand Shares 2026

CHANNELS

Convenience Stores Sustain Impulse Sales as Discounters Gain Ground

Vat Changes and Adverse Weather Accelerate the Shift to Retail

Barbora and Rimi E-Veikals Grow Retail E-Commerce but Remain Niche

Chart 24 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 25 - Economic Context for Snacks

Chart 26 - Real Gdp Growth 2021-2031

Chart 27 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 28 - Consumer Context for Snacks

Chart 29 - Population 2021-2031

Chart 30 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-latvia/report.