



# Sweet Spreads in Latvia

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Private label ranges attract cost-conscious consumers

### INDUSTRY PERFORMANCE

Growth remains moderate in 2025

Global cocoa prices drive value growth of chocolate spreads

Peanut butter remains niche

### WHAT'S NEXT?

Further private label expansion as consumers demand value and quality

Challenge of health and wellness concerns

Possible introduction of sugar tax on food products

### COMPETITIVE LANDSCAPE

Fragmented competitive landscape in 2025

Puratos leads, while Eugesta & Partneri sees the fastest growth

### CHANNELS

Supermarkets lead sales thanks to their extensive geographical coverage

Lidl's expansion fuels dynamic growth of discounters

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## Cooking Ingredients and Meals in Latvia - Industry Overview

### EXECUTIVE SUMMARY

Greater stability as price fluctuations ease

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Olive oil benefits from falling prices

Global cocoa price fluctuations impact chocolate spread

Impact of a cold summer

### WHAT'S NEXT?

Stagnating sales of a mature market

Private label growth

Better future for barbecue-related products

## COMPETITIVE LANDSCAPE

Orkla Food Latvija leads with its flagship Spilva brand

Medsol Srl's dynamic growth supported by rising olive oil demand

## CHANNELS

Convenience stores and supermarkets lead

Discounters' growth driven by the ongoing expansion of Lidl

E-commerce's development constrained by a lack of investment

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