



Euromonitor
International

Cooking Ingredients and Meals in Latvia

November 2025

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Cooking Ingredients and Meals in Latvia

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Vegetable oils continue to dominate

WHAT'S NEXT?

Stagnation due to market's established nature

Olive oil perceived as a healthier choice

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Associated Oil Packers' lead supported by strong demand from price-sensitive consumers

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Shelf stable soup appeals to a broad consumer base

WHAT'S NEXT?

Ongoing economic uncertainty will continue to limit demand

Health and wellness concerns further constrain category expansion

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Limited growth of a mature market

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Private label to gain momentum

COMPETITIVE LANDSCAPE

Leading Orkla Foods maintains a strong position in categories that are central to Latvian cuisine

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