



Euromonitor  
International

# Staple Foods in Latvia

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## Staple Foods in Latvia

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Limited expansion but steady demand for core products

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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Price is key

Consumers seek products that offer both taste and freshness

### WHAT'S NEXT?

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Private label expansion

Better future for barbecue-related products

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Forevers leads a highly fragmented market

Nord-Exim benefits from the rising demand for affordable and quick meal options

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Indulgence trend supports growth of unpackaged pastries

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Latvijas Maiznieks maintains its lead in 2025

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## WHAT'S NEXT?

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Leading Nestlé offers popular children's brands

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Lower VAT makes products more affordable

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#### WHAT'S NEXT?

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Some shift toward healthier alternatives anticipated

## COMPETITIVE LANDSCAPE

Leading Dobeles Dzirnānieks' strong portfolio and longstanding presence ensure it retains its lead in 2025  
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