



# Processed Meat, Seafood and Alternatives To Meat in Latvia

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising interest in healthier and convenient options

### INDUSTRY PERFORMANCE

Cold summer and fewer barbecues impact sales in 2025

Poultry growth driven by both economic and health considerations

### WHAT'S NEXT?

Chilled and fresh options gain traction

Manufacturers will need to adapt to meet consumers' health demands

Expanding private label portfolios

### COMPETITIVE LANDSCAPE

Forevers leads with its traditional meat products

Manufacturers invest in private label lines

### CHANNELS

Convenience stores offer easy access for everyday purchases

Insufficient investment in e-commerce's infrastructure

Lidl's ongoing expansion drives growth of discounters

### CATEGORY DATA

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## Staple Foods in Latvia - Industry Overview

### EXECUTIVE SUMMARY

Limited expansion but steady demand for core products

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Impact of a cold summer

Price is key

Consumers seek products that offer both taste and freshness

## WHAT'S NEXT?

Mature market with little room for growth  
Private label expansion  
Better future for barbecue-related products

## COMPETITIVE LANDSCAPE

Forevers leads a highly fragmented market  
Nord-Exim benefits from the rising demand for affordable and quick meal options  
Rapid growth of private label

## CHANNELS

Leading convenience stores offer a broad selection of products  
Discounters appeal amid ongoing economic uncertainty  
E-commerce continues to expand in 2025

## MARKET DATA

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