



Wine in Latvia

June 2024

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Wine in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade recovery boosts wine performance
Prosecco supports sales of other sparkling wines
Lighter options gain popularity

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Slower growth as wine category matures
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Alcoholic Drinks in Latvia - Industry Overview

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On-trade vs off-trade split
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Legislation
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Drink driving
Advertising
Smoking ban
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On-trade establishments

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