



Processed Meat, Seafood and Alternatives To Meat in Latvia

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Barbecue sales drive category performance
- Poultry retains its edge over red meat
- Private label products strengthen their presence

PROSPECTS AND OPPORTUNITIES

- Resilience amidst economic constraints
- Expanding private label portfolios
- Chilled and fresh options gain traction

CATEGORY DATA

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Staple Foods in Latvia - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive Landscape
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- What next for staple foods?

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DISCLAIMER

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Summary 1 - Research Sources

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