

# Sweet and Savoury Snacks in Latvia

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## Abstracts

Few changes in trends in sweet and savoury snacks were observed in 2015 compared with in 2014. A further increase in consumer purchasing powers continued to stimulate impulse purchases and expenditure on non-essential food. Sweet and savoury snacks are commonly perceived of as unhealthy snacking options, with the exception of nuts and fruit snacks, with sales of these benefiting from maintaining a positive image as healthy snack alternatives. Moreover, producers of sweet and savoury snacks...

Euromonitor International's Sweet and Savoury Snacks in Latvia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Crisps, Extruded Snacks, Fruit Snacks, Nuts, Other Sweet and Savoury Snacks, Popcorn, Pretzels, Tortilla Chips.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Sweet and Savoury Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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