

# Latvia: printed advertising materials market

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## Abstracts

This report presents a comprehensive overview of the printed advertising materials market in Latvia and a forecast for its development in the next five years. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the printed advertising materials market in Latvia, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the printed advertising materials market in Latvia includes:

Analysis and forecast for the economy of Latvia;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and

future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the printed advertising materials market in Latvia, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF PRINTED ADVERTISING MATERIALS**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF LATVIA**

- 5.1. Characteristics of the economy of Latvia in the last 5 years
- 5.2. Forecast for the development of the economy of Latvia for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE PRINTED ADVERTISING MATERIALS MARKET IN LATVIA**

- 6.1. Volume, value and dynamics of the printed advertising materials market in Latvia in the last 5 years
- 6.2. Structure of the printed advertising materials market in Latvia in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the printed advertising materials market in Latvia by types of printed advertising materials
- 6.4. Structure of the printed advertising materials market in Latvia by origin
- 6.5. Key recent trends on the printed advertising materials market in Latvia
- 6.6. Competitive landscape of the market
- 6.7. Key drivers and restraints for the market development in the medium term
- 6.8. Forecast for development of the printed advertising materials market in Latvia for the next 5 years

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF PRINTED ADVERTISING MATERIALS IN LATVIA**

- 7.1. Business tendencies in the industrial production in Latvia in the last 5 years
- 7.2. Volume, value and dynamics of the domestic production of printed advertising materials in Latvia in the last 5 years
- 7.3. Structure of the domestic production of printed advertising materials by types of printed advertising materials
- 7.4. Share of Latvia in the European production of printed advertising materials
- 7.5. Characteristics of the main producers of printed advertising materials in Latvia

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF PRINTED ADVERTISING MATERIALS IN LATVIA**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of printed advertising materials in Latvia in the last 5 years
- 8.4. Characteristics of other prices of printed advertising materials

## **9. FOREIGN TRADE OPERATIONS OF PRINTED ADVERTISING MATERIALS IN LATVIA**

- 9.1. General foreign trade operations of Latvia
- 9.2. Foreign trade operations of printed advertising materials in Latvia in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF PRINTED ADVERTISING MATERIALS TO THE LATVIAN MARKET**

- 10.1. Volume, value and dynamics of the imports of printed advertising materials to Latvia in the last 5 years
- 10.2. Main countries, importing printed advertising materials to Latvia
- 10.3. Structure of the imports of printed advertising materials by types of products
- 10.4. Share of Latvia in the European imports of printed advertising materials
- 10.5. Domestic companies, main importers of printed advertising materials to the Latvian market

## **11. OVERVIEW AND ANALYSIS OF THE LATVIAN EXPORTS OF PRINTED ADVERTISING MATERIALS**

- 11.1. Volume, value and dynamics of the Latvian exports of printed advertising

materials in the last 5 years

11.2. Recipient countries of the Latvian exports of printed advertising materials

11.3. Structure of the Latvian exports of printed advertising materials by types of products

11.4. Share of Latvia in the European exports of printed advertising materials

11.5. Domestic companies, main exporters of printed advertising materials from the territory of Latvia

## **12. CHARACTERISTICS OF THE CONSUMPTION OF PRINTED ADVERTISING MATERIALS IN LATVIA**

12.1. Volume, value and dynamics of the consumption of printed advertising materials in Latvia in the last 5 years

12.2. Structure of the consumption of printed advertising materials in Latvia in the last 5 years (by origin, by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of printed advertising materials in Latvia in the last 5 years

12.4. Balance between supply and demand on the printed advertising materials market in Latvia in the last 5 years and forecast for the next 5 years

## **13. FORECAST FOR DEVELOPMENT OF THE PRINTED ADVERTISING MATERIALS MARKET IN LATVIA FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the printed advertising materials market in Latvia in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Key indicators on the printed advertising materials market in Latvia in the last 5 years

Key indicators of the economy of Latvia in the last 5 years

Forecast for the economy of Latvia for the next 3 years

Volume and dynamics of the printed advertising materials market in Latvia in the last 5 years

Value and dynamics of the printed advertising materials market in Latvia in the last 5 years

Structure of the printed advertising materials market in Latvia in the last 5 years, in physical terms

Structure of the printed advertising materials market in Latvia in the last 5 years, in value terms

Structure of the printed advertising materials market in Latvia by types of printed advertising materials, in physical terms

Structure of the printed advertising materials market in Latvia by types of printed advertising materials, in value terms

Structure of the printed advertising materials market in Latvia by origin in the last 5 years, in physical terms

Structure of the printed advertising materials market in Latvia by origin in the last 5 years, in value terms

Key business tendencies in the industrial production in Latvia in the last 5 years

Volume and dynamics of the domestic production of printed advertising materials in Latvia in the last 5 years

Value and dynamics of the domestic production of printed advertising materials in Latvia in the last 5 years

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in physical terms

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in value terms

Value chain analysis of the printed advertising materials market in Latvia

Cost breakdown of the price formation of printed advertising materials in Latvia, in %

Volume and dynamics of the average producer prices of printed advertising materials in Latvia in the last 5 years

Volume and dynamics of other prices of printed advertising materials in Latvia



(wholesale, distributor, retail, etc.) in the last 5 years

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Trade balance of printed advertising materials foreign trade in Latvia in the last 5 years, in physical terms

Trade balance of printed advertising materials foreign trade in Latvia in the last 5 years, in value terms

Volume and dynamics of the imports of printed advertising materials to Latvia in the last 5 years

Value and dynamics of the imports of printed advertising materials to Latvia in the last 5 years

Main countries, importing printed advertising materials to Latvia in the last 5 years, in physical terms

Main countries, importing printed advertising materials to Latvia in the last 5 years, in value terms

Structure of the imports of printed advertising materials by types of printed advertising materials in the last 5 years, in physical terms

Structure of the imports of printed advertising materials by types of printed advertising materials in the last 5 years, in value terms

Volume and dynamics of the Latvian exports of printed advertising materials in the last 5 years

Value and dynamics of the Latvian exports of printed advertising materials in the last 5 years

Recipient countries of the Latvian exports of printed advertising materials in the last 5 years, in physical terms

Recipient countries of the Latvian exports of printed advertising materials in the last 5 years, in value terms

Structure of the Latvian exports of printed advertising materials by types of printed advertising materials in the last 5 years, in physical terms

Structure of the Latvian exports of printed advertising materials by types of printed advertising materials in the last 5 years, in value terms

Volume and dynamics of the consumption of printed advertising materials in Latvia in the last 5 years

Value and dynamics of the consumption of printed advertising materials in Latvia in the last 5 years

Structure of the consumption of printed advertising materials in Latvia in the last 5 years, in physical terms

Structure of the consumption of printed advertising materials in Latvia in the last 5 years, in value terms

Structure of the consumption of printed advertising materials in Latvia by types of printed advertising materials, in physical terms

Structure of the consumption of printed advertising materials in Latvia by types of printed advertising materials, in value terms

Volume and dynamics of the per capita consumption of printed advertising materials in Latvia in the last 5 years

Value and dynamics of the per capita consumption of printed advertising materials in Latvia in the last 5 years

Balance between supply and demand on the printed advertising materials market in Latvia in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the printed advertising materials market in Latvia in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of printed advertising materials in Latvia for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in Latvia for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in Latvia for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

## **INFORMATION, PRESENTED IN FIGURES**

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the printed advertising materials market in Latvia in the last 5 years

Value and dynamics of the printed advertising materials market in Latvia in the last 5 years

Structure of the printed advertising materials market in Latvia in the last 5 years, in physical terms

Structure of the printed advertising materials market in Latvia in the last 5 years, in value terms

Structure of the printed advertising materials market in Latvia by types of printed advertising materials, in physical terms

Structure of the printed advertising materials market in Latvia by types of printed advertising materials, in value terms

Structure of the printed advertising materials market in Latvia by origin in physical terms in the last 5 years

Structure of the printed advertising materials market in Latvia by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of printed advertising materials in Latvia in the last 5 years

Value and dynamics of the domestic production of printed advertising materials in Latvia in the last 5 years

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in physical terms

Structure of the domestic production of printed advertising materials by types of printed advertising materials, in value terms

Value chain analysis of the printed advertising materials market in Latvia

Structure of the printed advertising materials price formation in Latvia, in %

Deviation of the average producer prices of printed advertising materials in Latvia in the last 5 years

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Trade balance of printed advertising materials foreign trade in Latvia in the last 5 years, in physical terms

Trade balance of printed advertising materials foreign trade in Latvia in the last 5 years, in value terms

Volume and dynamics of the imports of printed advertising materials to Latvia in the last 5 years

Value and dynamics of the imports of printed advertising materials to Latvia in the last 5 years

Main countries, importing printed advertising materials to Latvia in the last 5 years, in physical terms

Main countries, importing printed advertising materials to Latvia in the last 5 years, in value terms

Volume and dynamics of the imports of printed advertising materials by types of printed advertising materials in the last 5 years

Value and dynamics of the imports of printed advertising materials by types of printed advertising materials in the last 5 years

Volume and dynamics of the Latvian exports of printed advertising materials in the last 5 years

Value and dynamics of the Latvian exports of printed advertising materials in the last 5 years

Recipient countries of the Latvian exports of printed advertising materials in the last 5 years, in physical terms

Recipient countries of the Latvian exports of printed advertising materials in the last 5 years, in value terms

Structure of the Latvian exports of printed advertising materials by types of printed

advertising materials in the last 5 years, in physical terms

Structure of the Latvian exports of printed advertising materials by types of printed advertising materials in the last 5 years, in value terms

Volume and dynamics of the consumption of printed advertising materials in Latvia in the last 5 years

Value and dynamics of the consumption of printed advertising materials in Latvia in the last 5 years

Structure of the consumption of printed advertising materials in Latvia in the last 5 years, in physical terms

Structure of the consumption of printed advertising materials in Latvia in the last 5 years, in value terms

Structure of the consumption of printed advertising materials in Latvia by types of printed advertising materials, in physical terms

Structure of the consumption of printed advertising materials in Latvia by types of printed advertising materials, in value terms

Volume and dynamics of the per capita consumption of printed advertising materials in Latvia in the last 5 years

Value and dynamics of the per capita consumption of printed advertising materials in Latvia in the last 5 years

Balance between supply and demand on the printed advertising materials market in Latvia in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the printed advertising materials market in Latvia in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of printed advertising materials in Latvia for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in Latvia for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of printed advertising materials in Latvia for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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