

Wellness Industry

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Health and medical tourism opportunities in Latvia

Health tourism is already a rapidly growing sector within Latvian tourism and has very high export potential. The numbers of international patients arriving in Latvia to utilise a variety of medical institutions and services have been growing year on year, particularly from Scandinavia, the CIS and Western Europe. This trend has evolved through a series of demonstrable reasons:

- Highly qualified medical specialists speaking at least two foreign languages
- Up-to-date diagnostic and medical institutions
- Specific medical services only available in Latvia among the Baltic States
- Affordable prices
- Diverse cultural scene and historical heritage
- Moderate climate with no sharp temperature fluctuations, an important factor during recovery periods

In Latvia, international tourists can obtain a wide variety of medical services, including:

- Diagnostics and treatments
- Dental treatment
- Cosmetic, plastic and reconstructive treatment
- Cancer diagnostics and treatment
- Ophthalmology
- Traumatology and Orthopaedic
- Fertility and Reproductive Health
- Phlebology
- Weight-loss treatment
- Rehabilitation
- Spa and Wellness

Wellness products

Although Latvia is not known as a major producer of supplements and body care products, the pristine, wild nature of Latvia and the diversity of its unusual flowers and herbs, berries, etc. has inspired a number of Latvian entrepreneurs to create new and innovative products that stand out for their quality and unique properties.

A number of nutritional supplements are being developed through active collaboration between scientists and doctors. A striking example is the involvement of Latvian cardiologists in the development of a high-quality product from dark chocolate.

Centuries-old recipes (for example, ash, salt, and soda in personal care products) are being rejuvenated to create new products, supplemented by newly discovered, high-quality local ingredients, of which the following are characteristic of Latvian products:

- Amber

- Plants
- Wood products
- Vegetables
- Berries
- Mushrooms
- Cow and goat milk
- Apiculture products

Additional information

[Latvian companies in industry](#)

Database of Latvian exporters: wellness-industry-companies.liaa.gov.lv

<https://www.liaa.gov.lv/en/trade/industries/wellness>