A red sign with a rooster on it

Description automatically generatedPress Release

December 8th, 2025

Vilnius, Lithuania

**Candy POP Expands in Latvia with the Acquisition of Snackoland Stores**

Candy POP, the leading specialty sweets and snacks retailer in the Baltics, is expanding its footprint through the acquisition of the Snackoland retail chain – the foremost network of confectionery and snack stores in Latvia.

“Over the past four years across the Baltics, our strategy has proven itself – we’ve refined an integrated business model that combines retail insight with wholesale scale. The acquisition of Snackoland will accelerate our expansion in Latvia, giving us more touchpoints to reach customers,” says Dovydas Juškys, Co-founder and CEO of Candy POP Group.

Before this expansion, Candy POP had a strong presence in Latvia, operating six retail stores in Riga’s largest shopping centers and maintaining high visibility as well as a loyal customer base in the capital. The acquisition of Snackoland enables to expand into additional regions and increase brand reach.

Aquired locations will be integrated into the Candy POP network shortly after the acquisition. This will be followed by store reopenings featuring Candy POP’s signature launch events, which traditionally attract large crowds and strong local engagement.

Dovydas Juškys notes that the FMCG market is highly dynamic and competitive, which is why Candy POP prioritizes creating demand rather than simply placing products on shelves. “As consumers spend more time online, we closely track digital trends and turn them into opportunities to innovate, spark curiosity, and delight customers with products they didn’t know they were looking for,” he adds.

Beyond retail, Candy POP is scaling its wholesale network – now covering over 20 retail chains and 3,000 POS across the Baltics. Partnerships with Rimi, Maxima, Selver, Circle K, and others position the company as a key supplier of innovative snacks.

**About Candy POP**

Candy POP is the leading specialized retail chain in the Baltic States, offering a curated range of sweets, snacks, and beverages sourced primarily from the USA, Asia, and other exotic destinations. The company currently operates 36 stores, with locations in Lithuania, Latvia, Estonia, and Poland. Candy POP’s turnover in 2024 reached EUR 22 million.

**More information:**

Eglė Rakauskaitė

Candy POP Media Representative  
egle@noagency.lt |+370 619 66107