



Competitive Analysis

Summary: State and Private Institutions, Lithuania and Estonia

2026

OUR ACCOLADES:



OUR ACCREDITATIONS:



PROUD MEMBERS OF:



Erasmus+



European Association for Architectural Education
Association Européenne pour l'Enseignement de l'Architecture

State Higher Education Institutions

80% of all students in Latvia — 66,952 students in 2024/2025



Large state universities

LU • RTU • RSU

STRENGTHS

- Strong brands and international recognition
- Broad programme portfolios in Latvian and English
- State-funded study places
- Participation in international rankings
- State financial support
- Strong research base, start-ups and laboratories
- Continuing investment in infrastructure

CHALLENGES

- Less flexible approach to the individual student
- Heavier internal bureaucracy
- Weaker practical focus

Regional universities

LBTU • ViA • VeA • DU

STRENGTHS BY INSTITUTION

- LBTU — agriculture, IT, veterinary medicine; the largest regional institution
- ViA — IT and business; innovation focus and close links with local employers
- VeA — IT and business
- DU — psychology and pedagogy; wide range of doctoral programmes

SHARED ADVANTAGE

- Lower living costs for students

CHALLENGES

- Limited employment opportunities in the regions
- Smaller programme portfolios than the largest Riga universities

LU, RTU and RSU together teach 40,413 students — 60% of all students in Latvia

Private Higher Education Institutions

20% of all students — RISEBA is the third largest private institution

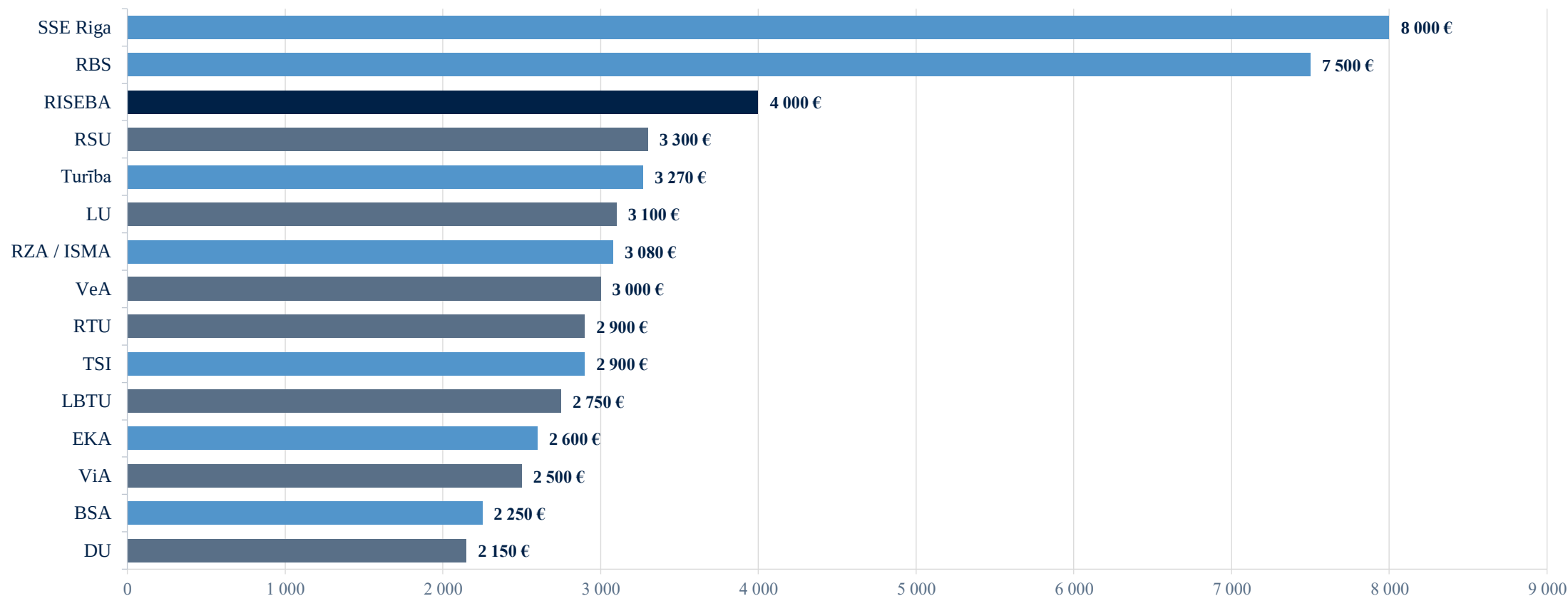


Turība BAT	EKA University of Applied Sciences	TSI Transport and Telecommunication Institute	SSE Riga Stockholm School of Economics in Riga	Riga Nordic University
STRENGTHS Largest private institution Full study cycle Practical approach Strong employer links Own infrastructure Flexible, student-centred CHALLENGES Mass-market reputation	STRENGTHS Rapid growth Flexible study formats Investment in international recruitment Creative programmes Affordable fees CHALLENGES Lower academic prestige	STRENGTHS Interdisciplinary programmes in business, IT, logistics and aviation Full study cycle Applied and international orientation CHALLENGES Less hands-on teaching Lower academic prestige	STRENGTHS Premium brand Highly selective admissions International focus Strong alumni and employer network High academic reputation CHALLENGES Narrow programme offering	STRENGTHS High share of international students Affordable fees New programmes CHALLENGES Very low academic reputation in Latvia

Competition is strongest in business and communication: 15 of Latvia’s 25 higher education institutions offer business programmes

Tuition Fees by Institution

Fees in EUR as recorded in the competitive analysis



RISEBA charges €4,000 — the third highest fee on the market, against a median of €3,000; only SSE Riga and RBS are priced higher

Lithuania and Estonia

Regional markets competing for the same international students

Lithuania

MARKET CHARACTERISTICS

- High reputation of the universities
- Intense competition between the large institutions (VU, VilniusTech, KTU)
- Predominantly academic orientation
- Growing focus on innovation

Estonia

MARKET CHARACTERISTICS

- Small number of higher education institutions
- Clear national education strategy
- High level of internationalisation
- Focus on the digital economy and innovation
- Close cooperation with industry
- Emphasis on entrepreneurship and practical skills
- Technology-driven studies and a developed start-up ecosystem

Lithuania competes on university reputation and academic strength; Estonia on national strategy, internationalisation and technology