



Market Share

RISEBA's Position in the Latvian Higher Education Market

2026

OUR ACCOLADES:



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MEASUREMENT BASIS

Market share expresses RISEBA’s share of the Latvian higher education market, measured by the number of enrolled students:

- the total market — all state and private higher education institutions;
- the fee-paying segment and the private higher education segment;
- Latvian and international students, analysed separately.

It reflects RISEBA’s competitive position and its ability to retain and grow its share of a changing market.

MONITORING AND USE

Market share is calculated from Ministry of Education and Science (IZM) statistics and is compared across market segments, student groups and academic years.

The indicator informs student recruitment, study programme development and institutional planning. It is analysed over time, enabling comparison across several years.

MARKET SHARE 2025/2026

Private higher education market

12.3%

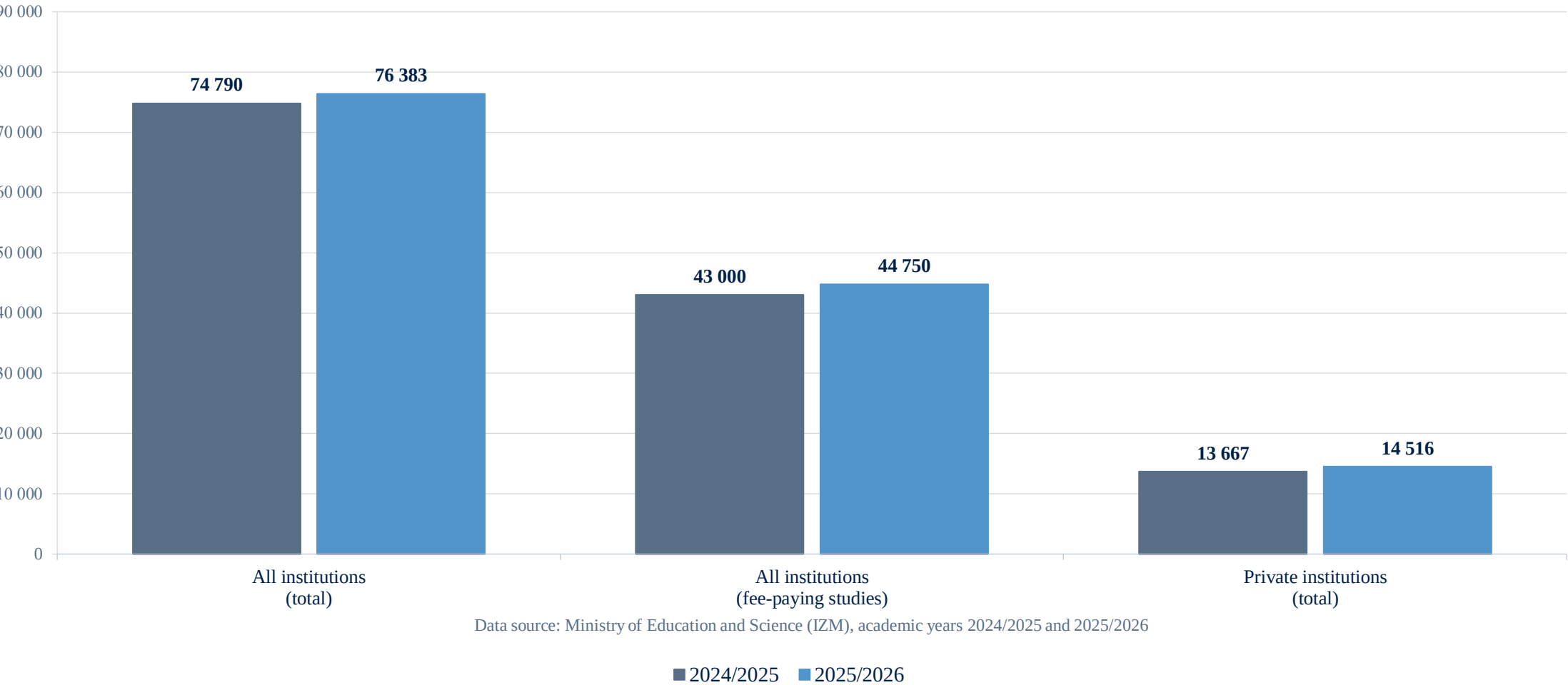
of all students

RISEBA’s share of students enrolled in Latvia’s private higher education institutions

The Latvian Higher Education Market

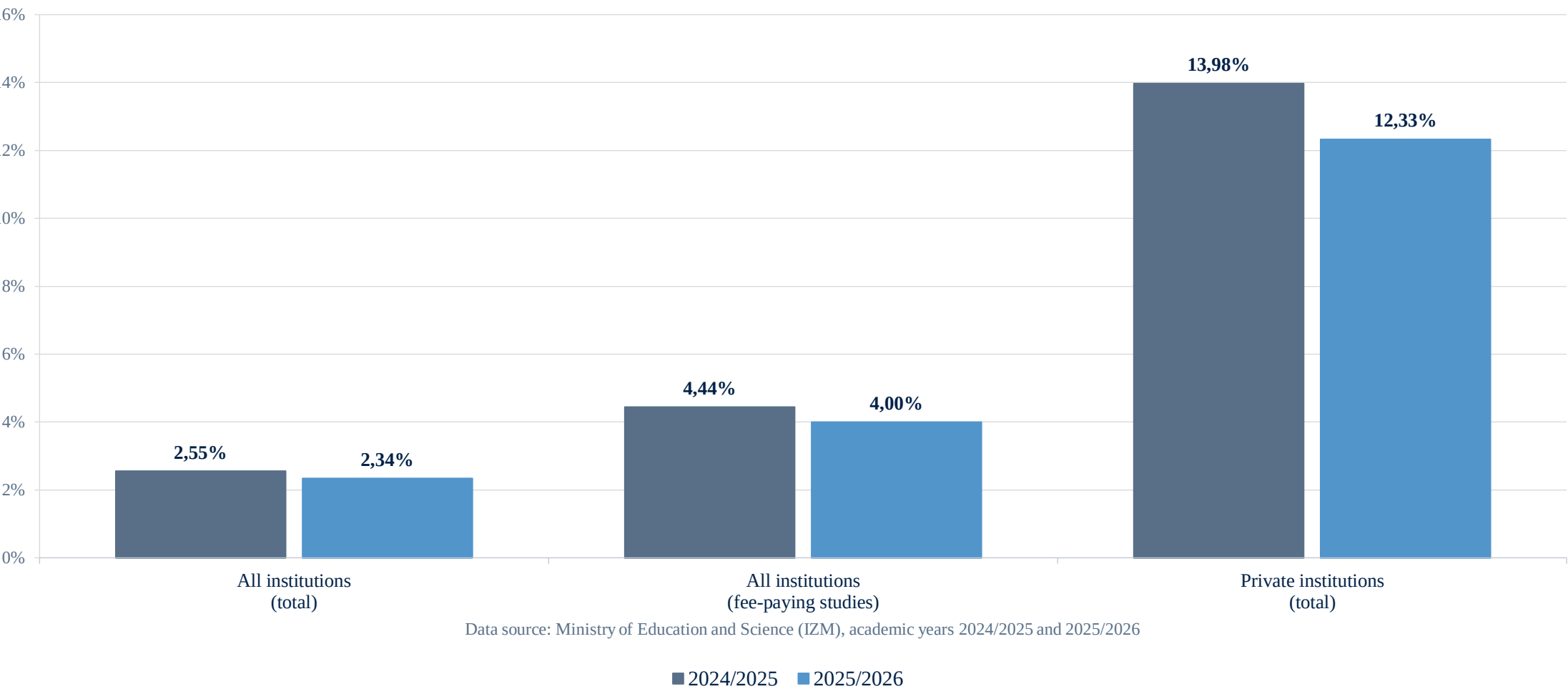


Number of students by market segment



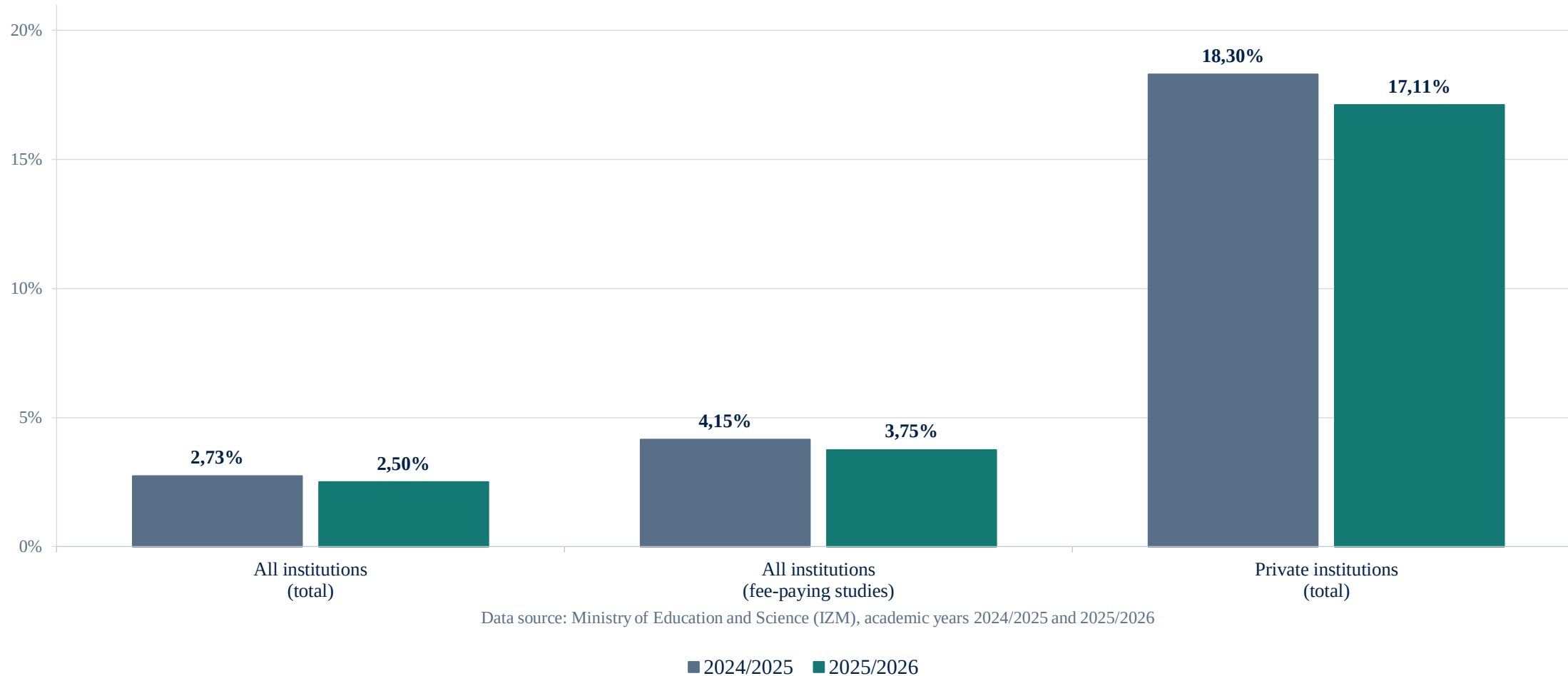
RISEBA Market Share by Segment

All students (Latvian and international)



RISEBA Market Share

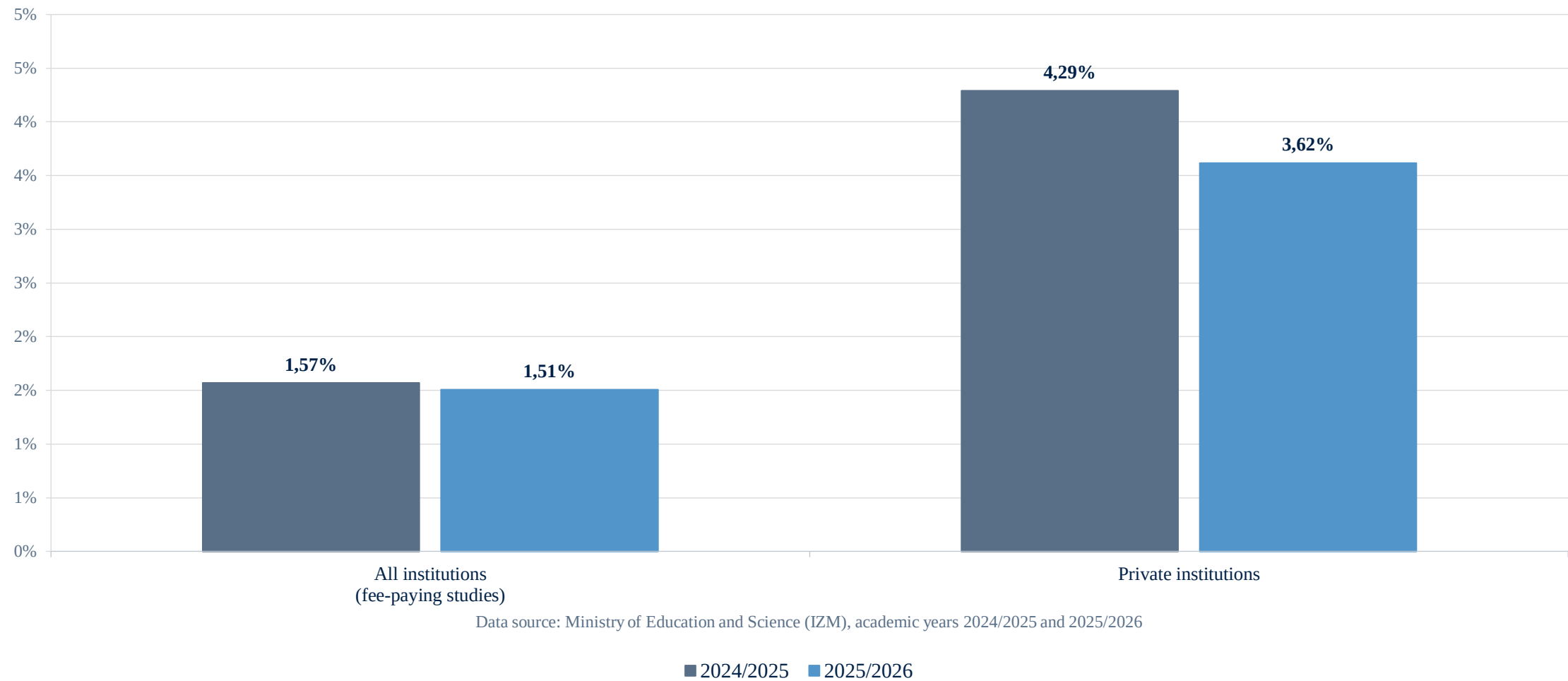
Latvian students



Latvian students at RISEBA: 1,729 in 2024/2025 and 1,604 in 2025/2026, against a domestic market of 64,040 students (+1.3%).

RISEBA Market Share

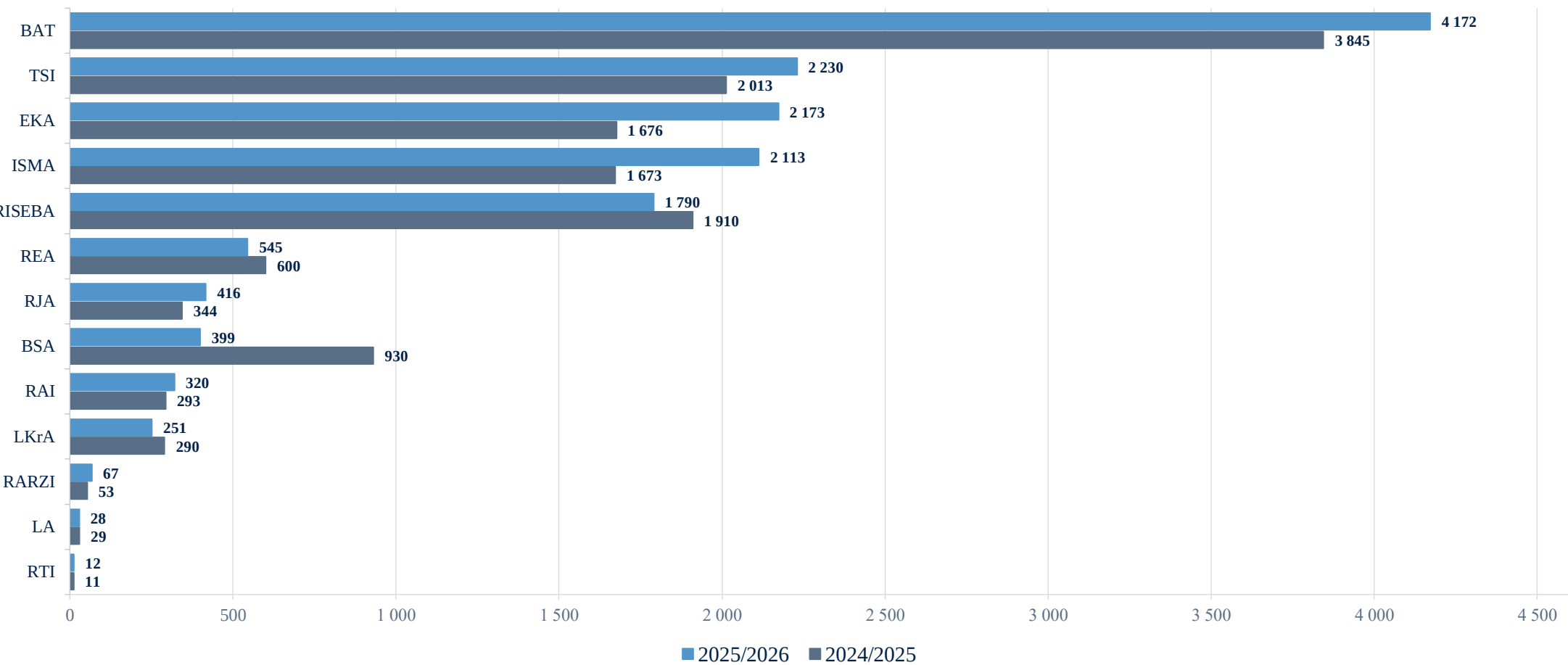
International students



International students at RISEBA grew from 181 to 186 (+2.8%), while the market grew faster: +6.9% overall and +21.8% in private institutions.

Students in Private Institutions

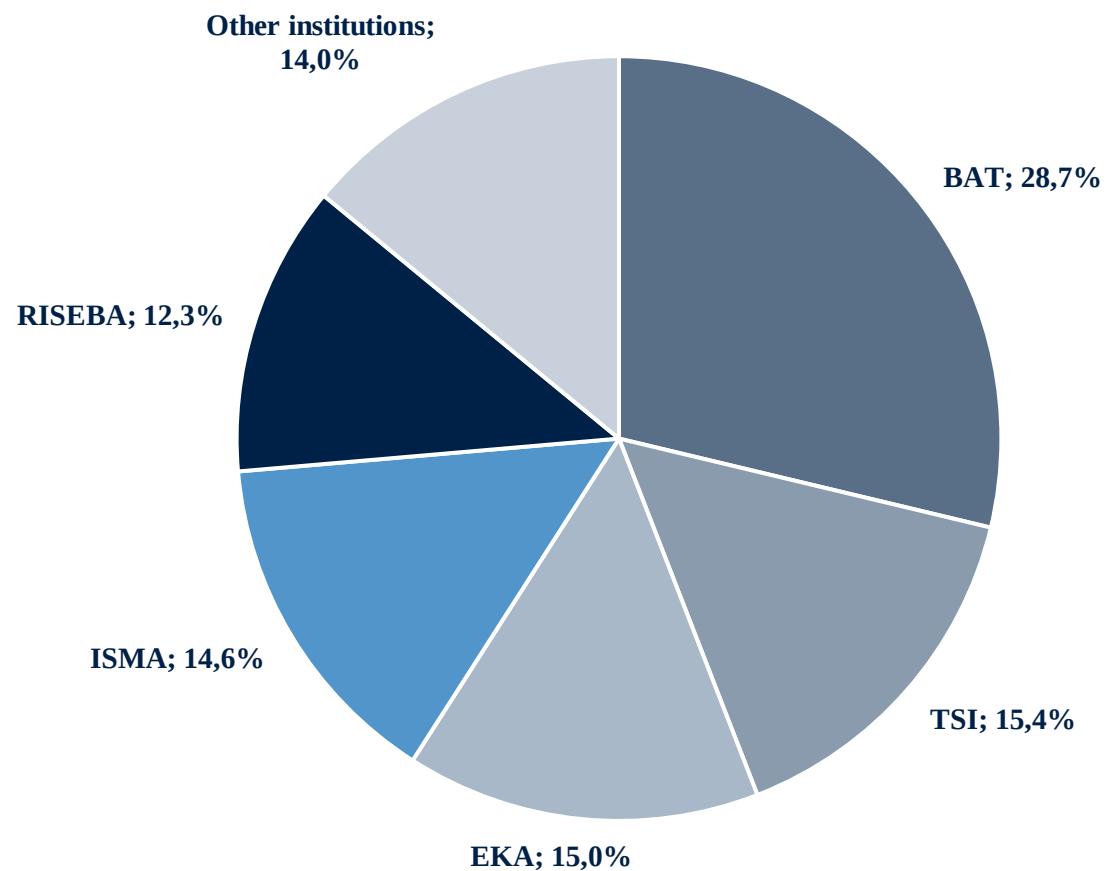
All students, by institution — private higher education sector



RISEBA ranks fifth by student numbers among Latvia's 13 private higher education institutions. Abbreviations follow the IZM data. Data source: Ministry of Education and Science (IZM), academic years 2024/2025 and 2025/2026.

Private Market Share by Institution

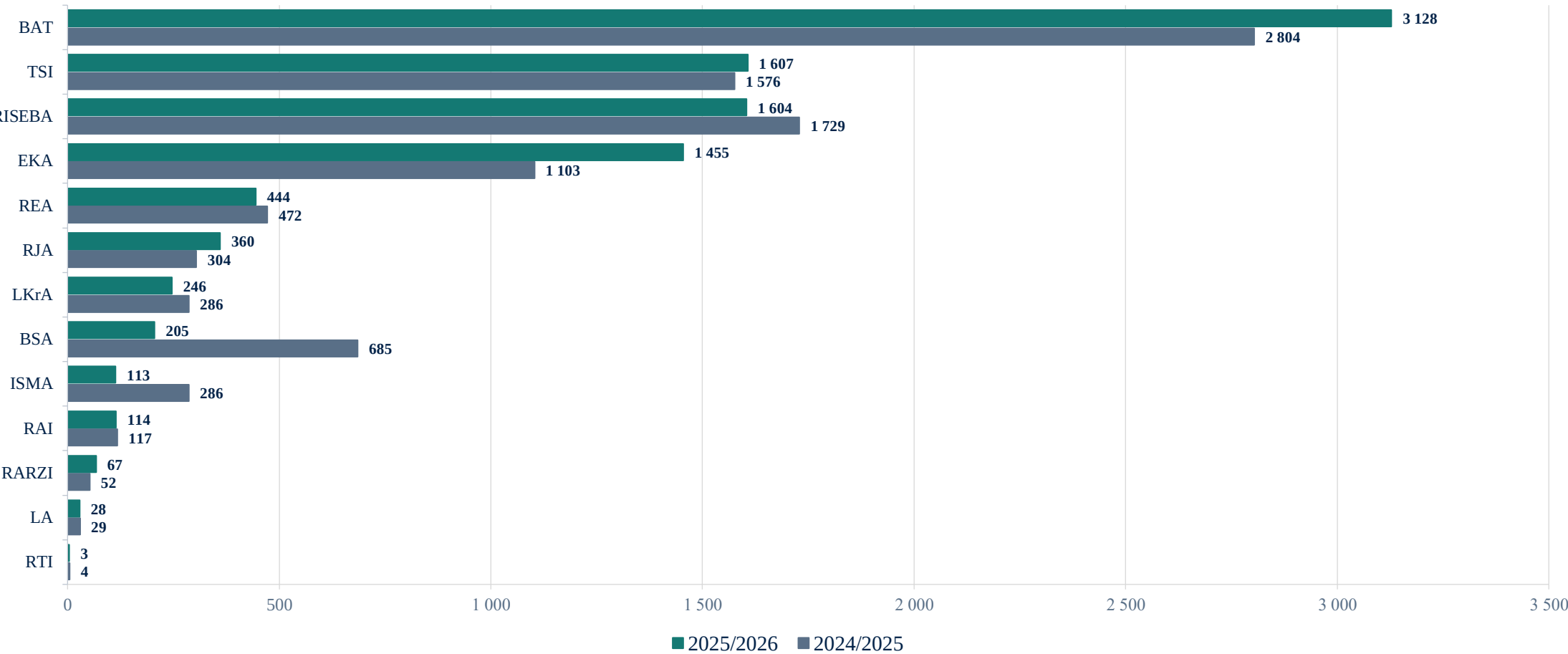
All students, 2025/2026



RISEBA holds 12.3% of the private market (1,790 of 14,516 students). Data source: Ministry of Education and Science (IZM), academic years 2024/2025 and 2025/2026.

Latvian Students by Institution

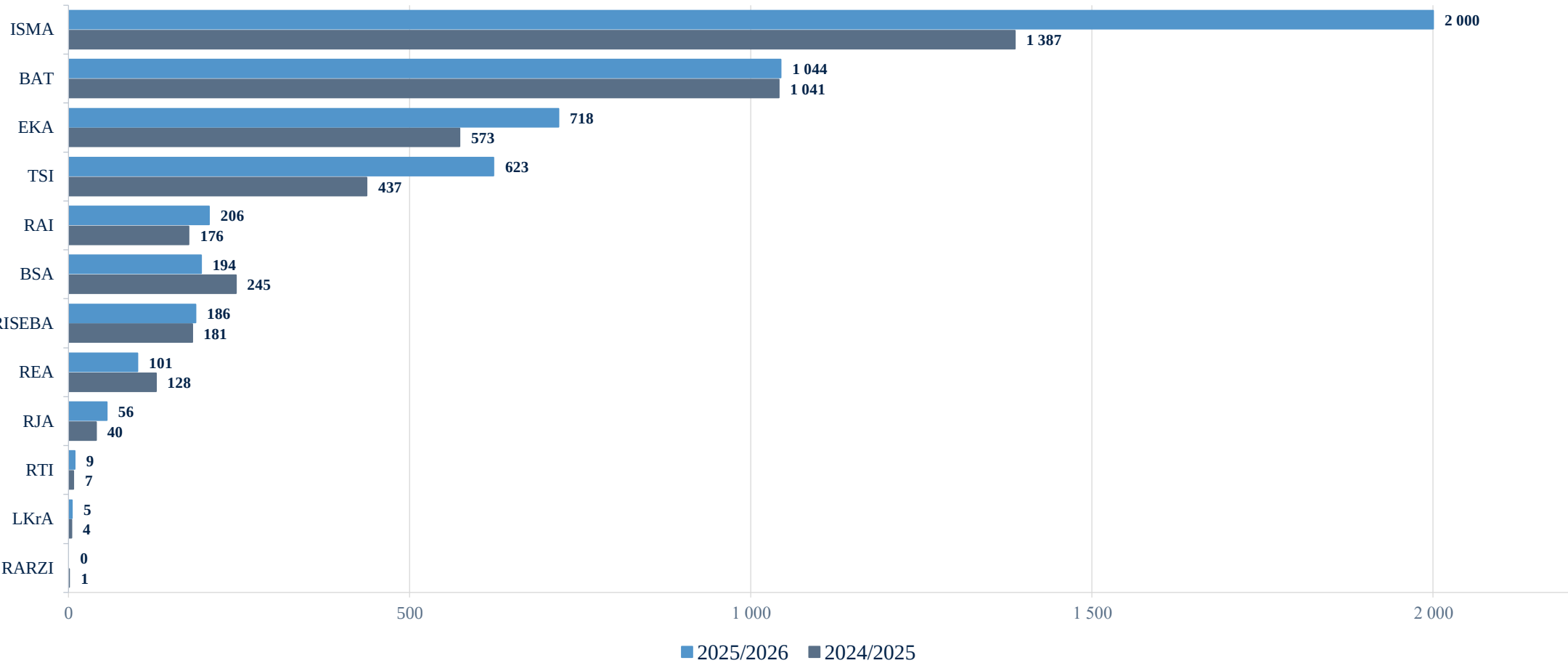
Private higher education institutions



RISEBA ranks third for Latvian students, with a 17.1% share of the private segment (1,604 of 9,374 students). Data source: Ministry of Education and Science (IZM), academic years 2024/2025 and 2025/2026.

International Students by Institution

Private higher education institutions



RISEBA ranks seventh for international students, with a 3.6% share of the private segment (186 of 5,142 students). Data source: Ministry of Education and Science (IZM), academic years 2024/2025 and 2025/2026.

Market Share — Summary

RISEBA share of students by market segment



Market segment	Students 2024/2025	Students 2025/2026	Share 2024/2025	Share 2025/2026	Change (pp)
All institutions — total	1,910 / 74,790	1,790 / 76,383	2.55%	2.34%	−0.21
All institutions — fee-paying studies	1,910 / 43,000	1,790 / 44,750	4.44%	4.00%	−0.44
Private institutions — total	1,910 / 13,667	1,790 / 14,516	13.98%	12.33%	−1.65
Private institutions — Latvian students	1,729 / 9,447	1,604 / 9,374	18.30%	17.11%	−1.19
Private institutions — international students	181 / 4,220	186 / 5,142	4.29%	3.62%	−0.67

- The market expanded in every segment while RISEBA’s student numbers fell by 120 (−6.3%), so market share declined in all segments.
- RISEBA remains strongest in the private segment for Latvian students (17.1%) and holds 12.3% of the private market overall.
- International student numbers grew (+2.8%), but more slowly than the market (+6.9%), reducing share slightly to 1.51%.

Note: the RISEBA total for 2025/2026 is 1,790 students (1,604 Latvian + 186 international), consistent with the institution-level data in the source file. Data source: Ministry of Education and Science (IZM), academic years 2024/2025 and 2025/2026.