

Drinking Milk Products in Lithuania

Market Direction | 2022-09-28 | 18 pages | Euromonitor

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Report description:

Drinking milk products is a staple category in Lithuania, mainly due to the popularity of cow's milk. The category grew a lot in 2020 as consumers were forced to spend more time at home during the COVID-19 crisis, declining in 2021 due to the high base effect. In 2022, it is expected to normalise and register a slightly positive pace of growth. While price inflation is high in 2022, it is not so high as to significantly hinder milk consumption.

Euromonitor International's Drinking Milk Products in Lithuania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
November 2022

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