

## **RTD Coffee in Lithuania**

Market Direction | 2022-12-20 | 25 pages | Euromonitor

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### **Report description:**

RTD coffee remains a niche category in Lithuania, which is growing from a low base. Consumers have a strong preference for hot coffee and the desire to purchase RTD coffee is somewhat limited. RTD is mainly purchased on the go and impulse purchases in forecourt retail have picked up considerably in 2022. With society opening up in 2021, RTD coffee registered healthy current value and volume growth. However, growth was still not as high as before the pandemic, as its novelty factor waned somewhat...

Euromonitor International's RTD Coffee in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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