

Soft Drinks in Lithuania

Market Direction | 2022-12-20 | 78 pages | Euromonitor

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Report description:

Soft drinks faced a somewhat difficult year in 2022 as poor weather in the crucial hot summer season reduced demand for many different types of soft drinks. Summer is relatively short in Lithuania, but August was the only hot month in 2022 limiting retail volume growth. Price inflation was the other major event impacting the soft drinks category in 2022, although major players, such as Coca-Cola HBC Lietuva UAB were mindful of keeping prices at an affordable level so as not to alienate consumers...

Euromonitor International's Soft Drinks 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.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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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