

Soft Drinks in Lithuania

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Soft Drinks in Lithuania
Euromonitor International
December 2022

List Of Contents And Tables

SOFT DRINKS IN LITHUANIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 32 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales dampened by poor summer season

Reduced sugar carbonates make dynamic progress in off-trade

Demand for local carbonate gira remains stable

PROSPECTS AND OPPORTUNITIES

Quite a sustainable category

Tonics to show promising growth as mixers gain appeal

Local carbonate gira will remain very popular

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 37 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 38 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2017-2022

Table 42 □Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2017-2022

Table 43 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 44 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 45 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 46 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 47 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 48 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 49 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 50 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 51 □Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2022-2027

Table 52 □Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2022-2027

JUICE IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Juice consumption declines once more

Health related concerns dampen demand for juice

Premium juices still capture interest

PROSPECTS AND OPPORTUNITIES

Juice faces bleak future as sales decline

Affluent consumers will drive sales of premium juices

Natural and local

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 54 Off-trade Sales of Juice by Category: Value 2017-2022

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 59 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

BOTTLED WATER IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Poor summer season dents bottled water performance

Carbonated sparkles up

Movement in flavoured mineral water

PROSPECTS AND OPPORTUNITIES

Bottled water dependent on weather

Premium variants to target on-trade

Mineral water is promoted for its added value benefits

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 66 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy sales growth boosted by sports uptake

Heavy promotions drive sales momentum

Oshee launches sports drinks in cans

PROSPECTS AND OPPORTUNITIES

Strong growth on the horizon for sports drinks

Innovation will entice consumers and add value to sports drinks

Retail promotions will continue to play a key role

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 78 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

ENERGY DRINKS IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Energy drinks see robust growth as Lithuanians seek quick energy boost

Red Bull continues to gain ground despite premium positioning

Energy drinks weakens in the on-trade

PROSPECTS AND OPPORTUNITIES

Dynamic performance shows no signs of slowing in forecast period

Zero sugar options to sustain growth in energy drinks

Red Bull to maintain its lead in energy drinks

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 90 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stagnant volume growth for concentrates

Rasa leads the concentrates category but choice is limited

Some niche developments at the premium end

PROSPECTS AND OPPORTUNITIES

Concentrates faces decline in forthcoming years

Better for you options could pull some consumers back into concentrates

Opportunity as a mixer

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 102 Off-trade Sales of Concentrates by Category: Value 2017-2022
 Table 103 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022
 Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022
 Table 105 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022
 Table 106 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022
 Table 107 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022
 Table 108 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022
 Table 109 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022
 Table 110 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022
 Table 111 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022
 Table 112 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022
 Table 113 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027
 Table 114 Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027
 Table 115 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027
 Table 116 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

RTD TEA IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTD tea continues to recover after the pandemic
 Maxima expands economy brands with Gusta Fit
 Kombucha steals the show

PROSPECTS AND OPPORTUNITIES

RTD tea will see growth slow
 Kombucha has further growth potential
 Consumers seek out healthier variants

CATEGORY DATA

Table 117 Off-trade Sales of RTD Tea by Category: Volume 2017-2022
 Table 118 Off-trade Sales of RTD Tea by Category: Value 2017-2022
 Table 119 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022
 Table 120 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022
 Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022
 Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022
 Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022
 Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022
 Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027
 Table 126 Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027
 Table 127 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027
 Table 128 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

RTD COFFEE IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Steady growth in niche RTD coffee category
 Weak retail positioning is a challenge
 Retailers put off by short summer season and ?best before? dates

PROSPECTS AND OPPORTUNITIES

Growth from a small base
 Retail focus will remain limited

Impulse purchases to help drive category growth

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 130 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

Soft Drinks in Lithuania

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com