

Ice Cream in Lithuania

Market Direction | 2022-09-05 | 19 pages | Euromonitor

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Report description:

Within Lithuania, ice cream is very much an impulse product. This is illustrated by the format of the packaging, with the most popular ice cream being single portion dairy ice cream usually eaten immediately after purchase. Take-home formats are turning in a more positive performance than premium varieties and smaller-size formats. Though inflation and unit price rises are significant factors impacting ice cream, demand remains high for its products which are enjoyed as indulgences. The summer s...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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ICE CREAM IN LITHUANIA

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Summer season boosts sales in popular ice cream products

Demand for health-positioned products is strongest in take-home ice cream

Dairy still unbeatable, with small interest in plant-based alternatives

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Premiumisation and health trends to inform future development

Though still small, plant-based ice cream will attract more fans

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