

## Concentrates in Lithuania

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### Report description:

Concentrates is an uninteresting category in Lithuania, with low interest and few developments. One key reason for this is the unhealthy image of concentrates, due to the high sugar content in such products.

Euromonitor International's Concentrates 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

### Why buy this report?

- \* Get a detailed picture of the Concentrates 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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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Concentrates is an uninteresting category, with low interest and few developments

Local brand Rasa maintains its top place, thanks to no notable competition

Liquid concentrates fare better than outdated powder options

#### PROSPECTS AND OPPORTUNITIES

Concentrates set to face an ongoing poor performance

Some small scope for developments in premium and niche areas

Cocktail mixer syrups could be another area for players to explore

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