

## **Soft Drinks in Lithuania**

Market Direction | 2024-01-16 | 77 pages | Euromonitor

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### **Report description:**

Sales in soft drinks remain in a decline in Lithuania in 2023, albeit showing a less steep slump in off-trade volume terms than seen in 2022. This is attributed to ongoing economic challenges, starting with the era of the pandemic, following into the energy price crisis, and compounded by inflationary pressures. Such an environment is not beneficial for sales in non-essential products, including soft drinks. That said, we are starting to see a rebalancing effect in a more positive direction, wit...

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 (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: 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.

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### CARBONATES IN LITHUANIA

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#### 2023 DEVELOPMENTS

Carbonates suffer from unhealthy image and relatively high prices

Reduced sugar variants fare slightly better due to having a "healthier" image

Tonic water/mixers/other bitters benefits from the cocktail mixing trend

#### PROSPECTS AND OPPORTUNITIES

Ongoing challenges expected for carbonates

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The "healthiest" and least processed juice options achieve positive growth, albeit remaining somewhat niche

Foodservice fails to rescue total sales, as on-trade volumes slump too

#### PROSPECTS AND OPPORTUNITIES

Sales expected to remain in a negative slump, in both on-trade and off-trade terms

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bottled water seen as a "premium" niche, due to high quality of tap water in the country

Developments in bottled water noted, despite the sluggish overall sales performance

Premium options remain rather regulated to on-trade channels

### PROSPECTS AND OPPORTUNITIES

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Growing consumer awareness of healthy lifestyles supports sales performance

Strong promotions from the leading players help to support category sales

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 Liquid concentrates fare better than outdated powder options

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

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Kombucha is the main area of interest in RTD tea

Developments focus on premium-positioned products

##### PROSPECTS AND OPPORTUNITIES

Sales expected to remain in a negative slump due to low popularity overall

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#### RTD COFFEE IN LITHUANIA

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Limited channel visibility creates a further challenge

RTD coffee yet to find its place

##### PROSPECTS AND OPPORTUNITIES

Sales will remain low over the forecast period

Forecourt retailers will remain the primary outlets for sales

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