

## **Carbonates in Lithuania**

Market Direction | 2024-01-16 | 31 pages | Euromonitor

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### **Report description:**

Carbonates continues to face challenges, due to the majority of drinks in the category deemed to be unhealthy due to their high sugar content. Added to which, the current economic conditions mean consumers are prioritising essentials over "nice-to-have" products - especially in the case of those which are expensive. Indeed, inflation has impacted the prices for carbonates, as seen with category leader, Coca-Cola HBC Lietuva UAB, increasing its unit prices in carbonates in 2022 and maintaining th...

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

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

#### 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

On-trade channels will face similar challenges, albeit fare slightly better thanks to cocktail mixers

Citrus-based carbonates will also fall prey to the negative-image challenges faced by regular carbonates

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