

Juice in Lithuania

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Report description:

Juice sales continue to decline in Lithuania, due to such products losing their perceived "healthy" image due to high sugar content, along with high prices placing downwards pressure on demand. Traditionally, juice had been perceived as a "healthier" alternative to other soft drinks in Lithuania. However, with growing knowledge of the negative health effects caused by sugar, juice has lost its health halo in more recent years.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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

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Juice continues to suffer from losing its "healthy" image halo

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

Could "party-size" formats create a new sales niche for juice?

Competition may arise from artisanal juices, thanks to tradition for producing apple juice direct from orchards

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