

Soft Drinks in Lithuania

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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 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

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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

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KEY DATA FINDINGS

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 Limited channel visibility creates a further challenge
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PROSPECTS AND OPPORTUNITIES

Sales will remain low over the forecast period
 Forecourt retailers will remain the primary outlets for sales

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