

Carbonates in Lithuania

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Report description:

In 2024, off-trade volume sales of carbonates in Lithuania experienced low-level, single-digit growth. However, this performance can be regarded as relatively positive for the category, especially considering the broader challenges it faces. Competition from alternative categories, such as flavoured waters and energy drinks, has intensified across the review period, driven by concerns surrounding the health implications of high sugar content in many products. These growing concerns continued to...

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 (2020-2024), 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 2029 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.

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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Reduced sugar products and new flavours boost off-trade volume sales for carbonates

Regular lemon/lime flavours see sales rise, while regular orange carbonates decline

PROSPECTS AND OPPORTUNITIES

Retail volume sales are set to stagnate while players focus on reduced sugar options

Competition from alternative soft drinks grows as consumers will reach for drinks with added-benefits

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