

Energy Drinks in Lithuania

Market Direction | 2025-01-14 | 27 pages | Euromonitor

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Report description:

In 2024, sales of energy drinks continued to outperform the general soft drinks market in Lithuania, recording off-trade volume growth of 9%. However, much of this growth in off-trade volume can be attributed to aggressive promotional activities within the category. Discounts such as buy-one-get-one free offers or 50% off promotions are particularly common in energy drinks in Lithuania, driving increased consumer purchases. These promotional strategies have become a key driver of off-trade volum...

Euromonitor International's Energy 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 (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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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2024 DEVELOPMENTS

Growth continues to be positive as energy drink brands run frequent deals and promotions

Price promotions and private label lead the average price of energy drinks to remain flat

Cult gains ground to become the third-strongest energy drink brand in 2024

PROSPECTS AND OPPORTUNITIES

While off-trade volume growth is set to remain positive, a slowdown will be noted across the forecast period

Competition grows as other functional options challenge energy drink sales

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