



Bottled Water in Lithuania

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The long summer season bolsters positive off-trade volume growth in 2024
Growth is driven by economy and private label options that offer strong value
Tough competitive landscape as premium options record a retail volume decline
Rising consumer confidence is expected to drive positive retail volume growth
Still water is set to lead sales while urban consumers are likely to reach for mineral water
Functional bottled water is set to benefit from its strong alignment with health and wellness trends

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