

Carbonates in Lithuania

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low-level off-trade volume sales as health trends challenge growth for carbonates
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
Mineral water brands will aim to find space in the premium carbonate market

CATEGORY DATA

- Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 5 - Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 6 - Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
- Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024
- Table 9 - Sales of Carbonates by Total Fountain On-trade: Volume 2019-2024
- Table 10 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
- Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
- Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
- Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
- Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
- Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
- Table 19 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2024-2029
- Table 20 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2024-2029

Soft Drinks in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

- Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 52 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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