



Euromonitor  
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# RTD Tea in Lithuania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Off-trade volume sales fall as unhealthy perceptions and strong competition challenge RTD tea sales

Probiotic benefits and low sugar content leads kombucha to record strong growth

Oshee enters the RTD tea category with healthy, functional options

PROSPECTS AND OPPORTUNITIES

Off-trade volume is expected to decline as RTD tea suffers from rising competition

Kombucha is expected to record growth, but sales potential remains limited

Bubble tea has entered the category however, its impact is expected to be small

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