



Euromonitor
International

Hot Drinks in Lithuania

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DISCLAIMER

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail volume growth struggles as fresh ground coffee continues to lose favour
- At-home coffee machines support growth for fresh coffee pods and fresh coffee beans
- The competitive landscape is consolidated with a lack of innovation in 2024

PROSPECTS AND OPPORTUNITIES

- Retail value growth slows as demographic trends are set to impact overall coffee sales
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- Leading brand Dilmah improves its retail value share, offering consumers new choices

PROSPECTS AND OPPORTUNITIES

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- Low retail volume growth as other hot drinks are challenged by seasonality
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- Other plant-based hot drinks remain niche, dominated by two players

PROSPECTS AND OPPORTUNITIES

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