



**Euromonitor  
International**

# Coffee in Lithuania

January 2025

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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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Hot Drinks in Lithuania - Industry Overview

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