



Sports Nutrition in Lithuania

October 2023

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Sports Nutrition in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive results as the interest in active lifestyles increase
Protein bars are enjoyed as snacks, even by those who do not exercise
Small players account for the largest value share, as local manufacturers remain key

PROSPECTS AND OPPORTUNITIES

The expansion of the consumer base supports strong levels of growth
E-commerce to lead sales as direct sellers increase their offerings
Expansion of retail presence will aid sales across the forecast period

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