



Euromonitor  
International

# Soft Drinks in Lithuania

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DISCLAIMER

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The long summer season bolsters positive off-trade volume growth in 2024  
Growth is driven by economy and private label options that offer strong value  
Tough competitive landscape as premium options record a retail volume decline  
Rising consumer confidence is expected to drive positive retail volume growth  
Still water is set to lead sales while urban consumers are likely to reach for mineral water  
Functional bottled water is set to benefit from its strong alignment with health and wellness trends

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Carbonates in Lithuania

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  
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- Local brand Acorus launches its premium, natural, health focused syrup range
- Powder concentrates struggle due to rising competition from sports nutrition powders

PROSPECTS AND OPPORTUNITIES

- Sales of powder concentrates are expected to decline across the forecast period
- Private label is expected to increase its presence, offering high-quality concentrate products
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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The global shortage of oranges negatively impacts retail volume sales as prices rise
- Private label showcases standout growth as consumers seek affordability
- Juice brands move away from cartons toward PET packaging, enhancing convenience

PROSPECTS AND OPPORTUNITIES

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## RTD Coffee in Lithuania

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A positive performance for RTD coffee is aided by the long summer season

Strong performance in forecourt retailers where on-the-go purchases boost growth

RTD coffee faces intense competition from the energy drinks category

#### PROSPECTS AND OPPORTUNITIES

Moderate volume growth is anticipated for RTD coffee as seasonality will remain an ongoing challenge

Traditional, hot coffee is expected to remain the consumer favourite, limiting the performance of RTD coffee

Brands may look to innovate within RTD coffee, offering functional and plant-based goods to drive growth

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## RTD Tea in Lithuania

### 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

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## Energy Drinks in Lithuania

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth continues to be positive as energy drink brands run frequent deals and promotions

Price promotions and private label lead the average price of energy drinks to remain flat

Cult gains ground to become the third-strongest energy drink brand in 2024

#### PROSPECTS AND OPPORTUNITIES

While off-trade volume growth is set to remain positive, a slowdown will be noted across the forecast period

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Strong growth continues as the consumer group for sports drinks expands

Mega Baltic UAB retains its lead while focusing on innovating its Oshee brand

Despite promotions and discounts, sales of Prime see a decline in interest and sales

#### PROSPECTS AND OPPORTUNITIES

Growth will continue as consumers increasingly reach for added-value soft drinks

Blurred lines as sports drinks, energy drinks and functional bottled water merge

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