



Concentrates in Lithuania

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenient soft drink options challenge sales of concentrates in 2024
- 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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