



Juice in Lithuania

January 2025

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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

While global prices will recover, juice will continue to face significant challenges to sales
Private label will see further growth as consumers appreciate the price-quality ratio
Stability for premium options is expected across the forecast period as foodservice sales increase

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