



# Juice in Lithuania

January 2024

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## Juice in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Juice continues to suffer from losing its “healthy” image halo

The “healthiest” and least processed juice options achieve positive growth, albeit remaining somewhat niche

Foodservice fails to rescue total sales, as on-trade volumes slump too

#### PROSPECTS AND OPPORTUNITIES

Sales expected to remain in a negative slump, in both on-trade and off-trade terms

Could “party-size” formats create a new sales niche for juice?

Competition may arise from artisanal juices, thanks to tradition for producing apple juice direct from orchards

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