



Tea in Lithuania

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tea continues to lose popularity as consumers preference coffee
Herbal tea has the strongest growth potential, aligning with the self-medication trend
Svencioniu Vaistazoles retains its lead, offering functional tea to consumers

PROSPECTS AND OPPORTUNITIES

Negative trend for retail volume sales as premiumisation drives value growth
Private label struggles to find its place against branded options
Herbal tea has growth potential as consumers seek natural products

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2018-2023
- Table 2 - Retail Sales of Tea by Category: Value 2018-2023
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

Hot Drinks in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for hot drinks?

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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