



Euromonitor
International

Sports Drinks in Lithuania

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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
The variety of sports drinks available in Lithuania is expected to grow over the forecast period

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