



Euromonitor  
International

# Dairy Products and Alternatives in Lithuania

August 2024

Table of Contents

## Dairy Products and Alternatives in Lithuania

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 5 - Penetration of Private Label by Category: % Value 2019-2024

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Lithuania

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Low birth rate and market saturation continue to hamper sales growth

Other baby food leads growth

Milk formula sees continued losses

### PROSPECTS AND OPPORTUNITIES

Continued stagnation, in face of demographic challenges

Less glass

Local brands could gain traction

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2019-2024

Table 10 - Sales of Baby Food by Category: Value 2019-2024

Table 11 - Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 12 - Sales of Baby Food by Category: % Value Growth 2019-2024

Table 13 - NBO Company Shares of Baby Food: % Value 2020-2024

Table 14 - LBN Brand Shares of Baby Food: % Value 2021-2024

Table 15 - Distribution of Baby Food by Format: % Value 2019-2024

Table 16 - Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 17 - Forecast Sales of Baby Food by Category: Value 2024-2029

Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

## Butter and Spreads in Lithuania

### KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Butter drives growth in 2024  
Margarine continues its downward slide  
Private label gains ground

## PROSPECTS AND OPPORTUNITIES

Butter will continue to flourish in otherwise saturated market  
Private label will gain further traction  
Premium player Auga's entry into the market could disrupt existing dynamics

## CATEGORY DATA

Table 20 - Sales of Butter and Spreads by Category: Volume 2019-2024  
Table 21 - Sales of Butter and Spreads by Category: Value 2019-2024  
Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024  
Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024  
Table 24 - NBO Company Shares of Butter and Spreads: % Value 2020-2024  
Table 25 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024  
Table 26 - Distribution of Butter and Spreads by Format: % Value 2019-2024  
Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029  
Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029  
Table 29 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029  
Table 30 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

## Cheese in Lithuania

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Positive performance for cheese in 2024  
Hard cheese gains popularity while local curd cheese comes under pressure  
Maxima's Well Done fuels growth in private label segment

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for cheese, thanks to its status as a nutritious culinary staple  
Hard cheese will see higher levels of sophistication  
Private label will become more sophisticated, placing pressure on established brands

#### CATEGORY DATA

Table 31 - Sales of Cheese by Category: Volume 2019-2024  
Table 32 - Sales of Cheese by Category: Value 2019-2024  
Table 33 - Sales of Cheese by Category: % Volume Growth 2019-2024  
Table 34 - Sales of Cheese by Category: % Value Growth 2019-2024  
Table 35 - Sales of Spreadable Cheese by Type: % Value 2019-2024  
Table 36 - Sales of Soft Cheese by Type: % Value 2019-2024  
Table 37 - Sales of Hard Cheese by Type: % Value 2019-2024  
Table 38 - NBO Company Shares of Cheese: % Value 2020-2024  
Table 39 - LBN Brand Shares of Cheese: % Value 2021-2024  
Table 40 - Distribution of Cheese by Format: % Value 2019-2024  
Table 41 - Forecast Sales of Cheese by Category: Volume 2024-2029  
Table 42 - Forecast Sales of Cheese by Category: Value 2024-2029  
Table 43 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029  
Table 44 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

## Drinking Milk Products in Lithuania

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Full-fat cow's milk maintains its status as household staple  
Shelf-stable milk sees stagnant performance  
Low demand for flavoured milk

### PROSPECTS AND OPPORTUNITIES

Lack of opportunities to increase consumption  
Auga has potential to attract eco-conscious consumers  
Rising competition between private label and brands

### CATEGORY DATA

Table 45 - Sales of Drinking Milk Products by Category: Volume 2019-2024  
Table 46 - Sales of Drinking Milk Products by Category: Value 2019-2024  
Table 47 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024  
Table 48 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024  
Table 49 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024  
Table 50 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024  
Table 51 - Distribution of Drinking Milk Products by Format: % Value 2019-2024  
Table 52 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029  
Table 53 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029  
Table 54 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029  
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

## Yoghurt and Sour Milk Products in Lithuania

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Kefir drives modest growth  
Yoghurt fails to ignite consumer interest  
Plain yoghurt benefits from health and wellness trend

### PROSPECTS AND OPPORTUNITIES

Stagnant performance expected  
Plain yoghurt will benefit from its healthy positioning  
Premiumisation and health and wellness will be central to efforts to drive growth in flavoured yoghurt

### CATEGORY DATA

Table 56 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024  
Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024  
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024  
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024  
Table 60 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024  
Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024  
Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024  
Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024  
Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029  
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029  
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029  
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

## Other Dairy in Lithuania

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sour cream and plain fromage frais remain popular staples  
Manufacturers of chilled snacks adjust sugar content of their offerings  
Fromage frais and quark benefits from its reputation for being high in protein

#### PROSPECTS AND OPPORTUNITIES

No major changes expected  
Chilled snacks will remain popular, thanks to the enduring popularity of šureliai, which will see ongoing innovation  
High protein varieties may offer potential in chilled dairy desserts

#### CATEGORY DATA

Table 68 - Sales of Other Dairy by Category: Volume 2019-2024  
Table 69 - Sales of Other Dairy by Category: Value 2019-2024  
Table 70 - Sales of Other Dairy by Category: % Volume Growth 2019-2024  
Table 71 - Sales of Other Dairy by Category: % Value Growth 2019-2024  
Table 72 - Sales of Cream by Type: % Value 2019-2024  
Table 73 - NBO Company Shares of Other Dairy: % Value 2020-2024  
Table 74 - LBN Brand Shares of Other Dairy: % Value 2021-2024  
Table 75 - Distribution of Other Dairy by Format: % Value 2019-2024  
Table 76 - Forecast Sales of Other Dairy by Category: Volume 2024-2029  
Table 77 - Forecast Sales of Other Dairy by Category: Value 2024-2029  
Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029  
Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

## Plant-Based Dairy in Lithuania

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Slower growth for plant-based dairy products  
Other plant-based milk drives growth  
Marge ventures into plant-based market

#### PROSPECTS AND OPPORTUNITIES

Demand will remain limited, despite further growth  
Other plant-based drinks will retain dominance  
Private label offerings will gain traction, following the lead of Maxima

#### CATEGORY DATA

Table 80 - Sales of Plant-Based Dairy by Category: Value 2019-2024  
Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024  
Table 82 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024  
Table 83 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024  
Table 84 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024  
Table 85 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029  
Table 86 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-products-and-alternatives-in-lithuania/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-lithuania/report).