



Ice Cream in Lithuania

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Take-home ice cream leads growth, as players make attempts to reduce seasonality of sales
- Local dairy producers hold strong positions
- Private labels have growing presence

PROSPECTS AND OPPORTUNITIES

- Ice cream will attract higher levels of interest from manufacturers, as they seek to boost year-round consumption
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- Dairy ice cream will dominate, with plant-based ice cream failing to expand beyond niche following

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Snacks in Lithuania - Industry Overview

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