



# Plant-Based Dairy in Lithuania

August 2024

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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

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Dairy Products and Alternatives in Lithuania - Industry Overview

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DISCLAIMER

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