

# Sugar Confectionery in Lithuania

July 2023

Table of Contents

## Sugar Confectionery in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Robust performance for sugar confectionery  
Bad reputation dents appeal of some sugar confectionery products  
Haribo GmbH & Co KG strengthens its position

#### PROSPECTS AND OPPORTUNITIES

Mixed fortunes for sugar confectionery  
Pastilles, gummies, jellies and chews will capture consumer interest  
Consumers mindful of price and portion sizes

#### CATEGORY DATA

Table 1 - Sales of Sugar Confectionery by Category: Volume 2018-2023  
Table 2 - Sales of Sugar Confectionery by Category: Value 2018-2023  
Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023  
Table 5 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023  
Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023  
Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023  
Table 8 - Distribution of Sugar Confectionery by Format: % Value 2018-2023  
Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028  
Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028  
Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

## Snacks in Lithuania - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023  
Table 14 - Sales of Snacks by Category: Value 2018-2023  
Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023  
Table 17 - NBO Company Shares of Snacks: % Value 2019-2023  
Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023  
Table 19 - Penetration of Private Label by Category: % Value 2018-2023  
Table 20 - Distribution of Snacks by Format: % Value 2018-2023  
Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028  
Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028  
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028  
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

## 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/sugar-confectionery-in-lithuania/report](http://www.euromonitor.com/sugar-confectionery-in-lithuania/report).