

Wine in Lithuania

July 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine sees a slowdown in demand as life returns to relative normalcy
Still light grape wine suffers from price inflation while sparkling wine retains its fizz
Port sending out the right signals

PROSPECTS AND OPPORTUNITIES

Moderate performance
Economic uncertainty hangs over wine
Spanish and French wine expected to challenge Italian wine thanks to competitive pricing

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022
Table 2 - Sales of Wine by Category: Total Value 2017-2022
Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - Forecast Sales of Wine by Category: Total Volume 2022-2027
Table 10 - Forecast Sales of Wine by Category: Total Value 2022-2027
Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 13 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research 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/wine-in-lithuania/report.