

# RTD Coffee in Lithuania

January 2024

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# RTD Coffee in Lithuania - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Little interest in RTD coffee in Lithuania
Limited channel visibility creates a further challenge
RTD coffee yet to find its place

## PROSPECTS AND OPPORTUNITIES

Sales will remain low over the forecast period

Forecourt retailers will remain the primary outlets for sales

RTD coffee will never be able to compete with hot and freshly brewed

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