Euromonitor International

Baked Goods in Lithuania

November 2025

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Baked Goods in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods are under pressure

INDUSTRY PERFORMANCE

Baked goods face rising competition from alternative carbohydrate choices
Unpackaged pastries drive value growth

WHAT'S NEXT

Modest gains amid increasing competition
Health and wellness will shape demand
Frozen baked goods will grow in popularity

COMPETITIVE LANDSCAPE

Vilniaus Duona leads sales on back of diversified product portfolio
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CHANNELS

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E-commerce continues to see positive growth

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Staple Foods in Lithuania - Industry Overview

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Stagnant demand in 2025

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INDUSTRY PERFORMANCE

Saturation and demographic stagnation constrain growth in staple goods
Indulgence and convenience drive consumer choices
Health awareness is on the rise

WHAT'S NEXT?

Limited momentum for mature market
Convenience will continue to shape consumption

Private label will show further expansion

COMPETITIVE LANDSCAPE

Biovela retains its lead, thanks to deep-rooted preference for processed meat
Divella gains traction through competitively-priced pasta offerings
Private label gains traction

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