



Euromonitor
International

RTD Tea in Lithuania

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RTD Tea in Lithuania - Category analysis

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2025 DEVELOPMENTS

RTD tea continues to struggle

INDUSTRY PERFORMANCE

RTD tea faces declining sales amid strong competition from other soft drinks

Carbonated RTD tea and kombucha continues to show positive growth, but remains niche

WHAT'S NEXT?

RTD tea sales to remain stagnant amid growing competition

Kombucha will continue to post positive growth but take-up will remain limited

Sugar tax to impact prices and consumer choices

COMPETITIVE LANDSCAPE

Coca-Cola leads with Fuze Tea

Lidl's Freeway private label benefits from its affordability

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Soft drinks volumes decline amid cold summer weather and creeping inflation

Shift towards low sugar options

Energy drinks drives growth

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Modest growth despite ongoing challenges

Private label offerings could gain traction

Added-value drinks deliver above-average growth

COMPETITIVE LANDSCAPE

Birštono Mineraliniai Vandenys and Coca-Cola remain key industry players

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