



Euromonitor
International

Concentrates in Lithuania

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates face stiff competition

INDUSTRY PERFORMANCE

Demand remains stagnant amid competition from more dynamic RTD alternatives
Liquid concentrates benefits from recent innovations

WHAT'S NEXT?

Modest growth for concentrates, driven by liquid formulations
Premium syrups could offer added-value opportunities
Sugar tax will likely push up prices

COMPETITIVE LANDSCAPE

Druskininku Rasa UAB leads sales
Lidl expands portfolio of liquid concentrates

CHANNELS

Supermarkets remains dominant channel
E-commerce plays key role in accessing niche products
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EXECUTIVE SUMMARY

Soft drinks under pressure from weather, price pressures and health trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Soft drinks volumes decline amid cold summer weather and creeping inflation

Shift towards low sugar options

Energy drinks drives growth

WHAT'S NEXT?

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

Private label fuels growth for Maxima while Red Bull benefits from expansion of energy drinks

CHANNELS

Supermarkets remains leading channel

Convenience stores leads growth while e-commerce continues to expand

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