

# Cider/Perry in Lithuania

July 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Back to the negative

Premiumisation being seen in cider/perry

New regulations lay out requirements for cider/perry producers

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Bleak outlook for cider/perry but new healthier options could find favour

Craft and premium options expected to boost on-trade sales

Seasonality could soften slightly thanks to premiumisation while non alcoholic cider/perry could find an audience

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