

Yoghurt and Sour Milk Products in Lithuania

September 2023

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2023 DEVELOPMENTS

Negative growth flows from the non-essential status of yoghurt and sour milk products

Sour milk products proves more resilient than yoghurt amidst pressure on spending

High sugar content of flavoured yoghurt undermines demand to a high degree

PROSPECTS AND OPPORTUNITIES

No major changes expected in the prevailing trends in yoghurt and sour milk products

Plain yoghurt set to benefit from its healthier status than flavoured yoghurt

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