

Gum in Lithuania

July 2025

Table of Contents

Gum in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum value sales rise due to price increases, but volume remains stagnant
Orbit retains strong lead in gum, while Lidl gains ground due to attractive prices
Convenience retailers dominates gum sales, while e-commerce remains limited

PROSPECTS AND OPPORTUNITIES

Gum volume sales to remain stagnant in saturated market
Innovation remains limited in gum, with few changes expected
Potential lies in repositioning gum as a more adult-oriented, sophisticated product

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2020-2025
Table 2 - Sales of Gum by Category: Value 2020-2025
Table 3 - Sales of Gum by Category: % Volume Growth 2020-2025
Table 4 - Sales of Gum by Category: % Value Growth 2020-2025
Table 5 - Sales of Gum by Flavour: Rankings 2020-2025
Table 6 - NBO Company Shares of Gum: % Value 2021-2025
Table 7 - LBN Brand Shares of Gum: % Value 2022-2025
Table 8 - Distribution of Gum by Format: % Value 2020-2025
Table 9 - Forecast Sales of Gum by Category: Volume 2025-2030
Table 10 - Forecast Sales of Gum by Category: Value 2025-2030
Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

Snacks in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025
Table 14 - Sales of Snacks by Category: Value 2020-2025
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Snacks by Format: % Value 2020-2025
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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SOURCES

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