



Sports Drinks in Lithuania

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Cold summer weather limits sales

INDUSTRY PERFORMANCE

Sports drinks sales remain flat in 2025

Reduced sugar offerings lead growth

WHAT'S NEXT?

Sports drinks poised for steady growth, driven by functional demand

Increased participation from local and regional players

Sugar tax set to raise prices and shift demand towards reduced-sugar offerings

COMPETITIVE LANDSCAPE

Mega Baltic UAB maintains strong leadership with Oshee

Smaller brands gain momentum

CHANNELS

Supermarkets remains leading distribution channel for sports drinks

E-commerce sees fastest growth

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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

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SOURCES

Summary 1 - Research Sources

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