



Sweet Spreads in Lithuania

November 2025

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Sweet Spreads in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home-made jams continue to pose challenge

INDUSTRY PERFORMANCE

Rising prices and strong performance of jams and preserves drive value growth in 2025

Jams and preserves remain highly popular

WHAT'S NEXT?

Home production will remain the main barrier to even stronger growth

Sweeteners are not a popular alternative to natural sugar

COMPETITIVE LANDSCAPE

Local players lead, having a strong understanding of local taste preferences

Kedainiu Konservu Fabrikas offers a well-developed range of products

CHANNELS

Supermarkets lead with an extensive network of outlets in the most attractive residential areas

Convenient e-commerce gains ground in 2025

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Cooking Ingredients and Meals in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Softening inflation encourages consumers to spend

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Olive oil shows steady growth

Poor summer impacts barbecue-related products

Sweet spreads is the best performing category

WHAT'S NEXT?

Moderate growth

Limited impact of health and wellness trend

Private label growth

COMPETITIVE LANDSCAPE

Kedainiu Konservu Fabrikas UAB leads

Kasell SA most dynamic

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