

Grocery Retailers in Lithuania

March 2023

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Grocery Retailers in Lithuania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

War in Ukraine affected grocery retail value sales in Lithuania positively in 2022

Discounters drive value sales during 2022, due to consumer prudence

Health and wellness trend boosts sales in traditional grocery retailers in 2022

PROSPECTS AND OPPORTUNITIES

Consumer to remain cautious and prioritise essential goods over the forecast period

Discounters set to drive grocery retail development during the forecast period

Self-checkout services likely to grow during the forecast period due to consumers demand for increased time-efficiency and convenience

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