



**Euromonitor
International**

Baked Goods in Lithuania

November 2025

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Baked goods are under pressure

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Unpackaged pastries drive value growth

WHAT'S NEXT

Modest gains amid increasing competition

Health and wellness will shape demand

Frozen baked goods will grow in popularity

COMPETITIVE LANDSCAPE

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Saturation and demographic stagnation constrain growth in staple goods

Indulgence and convenience drive consumer choices

Health awareness is on the rise

WHAT'S NEXT?

Limited momentum for mature market

Convenience will continue to shape consumption

Private label will show further expansion

COMPETITIVE LANDSCAPE

Biovela retains its lead, thanks to deep-rooted preference for processed meat

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