



Euromonitor
International

Beer in Lithuania

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economy lager drives revival in beer sales in 2024
- Private labels surge as market leader faces pressure
- Supermarkets continue to dominate sales while e-commere gains momentum

PROSPECTS AND OPPORTUNITIES

- Beer market poised for stagnation amid tax pressures
- Shift to premium beer offers scope for value growth
- Major innovations expected in premium ales as IPA trend continues and fruit ales gain popularity

CATEGORY BACKGROUND

- Lager price band methodology
- Summary 1 - Lager by Price Band 2024

CATEGORY DATA

- Table 1 - Sales of Beer by Category: Total Volume 2019-2024
- Table 2 - Sales of Beer by Category: Total Value 2019-2024
- Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Beer by Craft vs Standard 2019-2024
- Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024
- Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024
- Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024
- Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029
- Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029
- Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
- Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Lithuania - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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