



Euromonitor
International

Spirits in Lithuania

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits suffers from shifting consumer preferences and rising taxes
Stumbras leads Lithuania’s spirits market while Prike Lietuva posts fastest growth
Supermarkets domnate sales as on-trade faces challenges

PROSPECTS AND OPPORTUNITIES

Spirits consumption in Lithuania expected to decline amid changing consumer habits and tax pressures
Shift to lighter and mixed spirits consumption expected as premiumisation gains momentum
Flavour innovations to reflect growing demand for sweeter spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Lithuania - Industry Overview

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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
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