

Other Hot Drinks in Lithuania

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks retains niche presence

INDUSTRY PERFORMANCE

Rapid value growth amid rising raw material costs
Chocolate-flavoured offerings drive value growth

WHAT'S NEXT?

Other hot drinks will remain relatively niche, compared to coffee and tea
Chocolate-based offerings will continue to dominate sales
Innovative flavours and functional benefits could expand scope of other hot drinks

COMPETITIVE LANDSCAPE

Nestlé maintains leadership position
Small, local brands gain traction

CHANNELS

Supermarkets lead with wide product selection
E-commerce gains traction

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EXECUTIVE SUMMARY

Challenging times for hot drinks players

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand for hot drinks is impacted by pricing pressures and shifting retail strategies
Indulgence and elevated coffee experiences open up new opportunities
Wellness-led premiumisation persists as functional teas gain traction

WHAT'S NEXT?

Premium products will sustain value growth as volumes stagnate
Retailers to experiment with fixed coffee prices
Functional teas could raise stagnant sales

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts and Paulig Baltic lead sales

Zinzino gains traction with direct selling model

CHANNELS

Supermarkets leads distribution

E-commerce registers fastest growth

Foodservice vs retail split

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