



# Juice in Lithuania

December 2025

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Juice faces ongoing challenges

### INDUSTRY PERFORMANCE

Juice sales decline further in light of continuing price pressures

Not from concentrate 100% juice shows greatest resilience

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Juice sales to decline further amid rising health concerns

Anticipated lack of innovation

New sugar tax will likely impact sales

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Lidl leads through strong private label portfolio

Maxima gains traction

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[Soft Drinks in Lithuania - Industry Overview](#)

## EXECUTIVE SUMMARY

Soft drinks under pressure from weather, price pressures and health trends

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Soft drinks volumes decline amid cold summer weather and creeping inflation

Shift towards low sugar options

Energy drinks drives growth

### WHAT'S NEXT?

Modest growth despite ongoing challenges

Private label offerings could gain traction

Added-value drinks deliver above-average growth

## COMPETITIVE LANDSCAPE

Birštono Mineraliniai Vandenys and Coca-Cola remain key industry players

Private label fuels growth for Maxima while Red Bull benefits from expansion of energy drinks

## CHANNELS

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## SOURCES

Summary 1 - Research Sources

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