



Euromonitor
International

Tea in Lithuania

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Tea in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Movement towards more specialised, functional options

INDUSTRY PERFORMANCE

Tea suffers from stagnant demand

Fruit/herbal tea shows greatest resilience

WHAT'S NEXT?

Tea faces decline as coffee continues to dominate

Functional herbal teas offer scope for growth

Distribution patterns will remain stable

COMPETITIVE LANDSCAPE

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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

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