



Euromonitor
International

Energy Drinks in Lithuania

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks grow in popularity amid busy lifestyles

INDUSTRY PERFORMANCE

Rapid growth for energy drinks

Growing demand for reduced sugar formulations, although regular offerings continue to grow in popularity

WHAT'S NEXT?

Slowing, but sustained growth

Flavour innovation will be key growth driver

Upcoming sugar tax could impact consumption patterns

COMPETITIVE LANDSCAPE

Intense competition between leading global brands

Svyturys Utenos Alus UAB leads expansion

CHANNELS

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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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