



Rice, Pasta and Noodles in Lithuania

November 2025

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2025 DEVELOPMENTS

Convenience and health trends shape demand

INDUSTRY PERFORMANCE

Steady overall sales amid divergent trends

Premium instant noodle offerings drive growth

WHAT'S NEXT

Modest growth amid stiff competition from other carb-heavy offerings

Consumer education will support healthier carb choices

Intensification of private label strategies

COMPETITIVE LANDSCAPE

Daisena leads sales

Divella SpA leverages competitive pricing strategy

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Supermarket chains lead distribution landscape

E-commerce shows continued dynamism

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Stagnant demand in 2025

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INDUSTRY PERFORMANCE

Saturation and demographic stagnation constrain growth in staple goods

Indulgence and convenience drive consumer choices

Health awareness is on the rise

WHAT'S NEXT?

Limited momentum for mature market

Convenience will continue to shape consumption

Private label will show further expansion

COMPETITIVE LANDSCAPE

Biovola retains its lead, thanks to deep-rooted preference for processed meat

Divella gains traction through competitively-priced pasta offerings

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