



Euromonitor
International

Rtds in Lithuania

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stagnant demand for RTDs in 2024
- Leaders challenged by growing niche competition
- Supermarkets dominate sales, while on-trade continue downward spiral

PROSPECTS AND OPPORTUNITIES

- RTDs face limited growth prospects amid strong competition and entrenched consumer habits
- RTDs face uphill battle due to legacy of negative perceptions
- Innovation in RTDs will likely focus on flavours and packaging

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Alcoholic Drinks in Lithuania - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

OPERATING ENVIRONMENT

- Contraband/parallel trade
- Duty free
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DISCLAIMER

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