



Staple Foods in Lithuania

November 2025

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Staple Foods in Lithuania

EXECUTIVE SUMMARY

Stagnant demand in 2025

KEY DATA FINDINGS

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

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

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Private label gains traction

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Unpackaged pastries drive value growth

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Health and wellness will shape demand

Frozen baked goods will grow in popularity

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WHAT'S NEXT

Modest growth amid ongoing challenges

Health and wellness will remain key driver

Private label offers potential

COMPETITIVE LANDSCAPE

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Private label will gain popularity

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WHAT'S NEXT

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