



# Processed Meat, Seafood and Alternatives To Meat in Lithuania

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising consumer preference for higher quality, fresher options

### INDUSTRY PERFORMANCE

Chilled and fresh options drive modest gains

Chilled processed poultry shows greatest momentum

### WHAT'S NEXT

Stable demand for processed meat will support steady growth

Health trends to shape consumer choices

Private label to strengthen its position

### COMPETITIVE LANDSCAPE

Biovela UAB leads sales

Maxima benefits from success of Well Done line

### CHANNELS

Supermarkets remains largest channel

Convenience stores sees rapid growth

### CATEGORY DATA

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## Staple Foods in Lithuania - Industry Overview

### 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

Biovella retains its lead, thanks to deep-rooted preference for processed meat  
Divella gains traction through competitively-priced pasta offerings  
Private label gains traction

## CHANNELS

Supermarkets remains dominant channel  
E-commerce benefits from growing demand for convenience  
Foodservice faces ongoing challenges

## MARKET DATA

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