



**Euromonitor  
International**

# Baked Goods in Lithuania

November 2025

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## Baked Goods in Lithuania - Category analysis

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#### 2025 DEVELOPMENTS

Baked goods are under pressure

#### INDUSTRY PERFORMANCE

Baked goods face rising competition from alternative carbohydrate choices

Unpackaged pastries drive value growth

#### WHAT'S NEXT

Modest gains amid increasing competition

Health and wellness will shape demand

Frozen baked goods will grow in popularity

#### COMPETITIVE LANDSCAPE

Vilniaus Duona leads sales on back of diversified product portfolio

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-lithuania/report](http://www.euromonitor.com/baked-goods-in-lithuania/report).