



Euromonitor
International

Wine in Lithuania

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sales grow strongly in 2024, driven by lighter and sparkling varieties
Non alcoholic wine sees slight growth amid rising competition from alternative beverages
Supermarkets dominate wine sales while e-commerce emerges as fastest-growing channel

PROSPECTS AND OPPORTUNITIES

Sparkling wine will continue as top choice for Lithuanian consumers
Non alcoholic wine will continue to see limited popularity, due to strong competition
Innovation in wine will remain limited

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Alcoholic Drinks in Lithuania - Industry Overview

EXECUTIVE SUMMARY

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
Cross-border/private imports

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