



Hot Drinks in Lithuania

December 2025

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EXECUTIVE SUMMARY

Challenging times for hot drinks players

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand for hot drinks is impacted by pricing pressures and shifting retail strategies

Indulgence and elevated coffee experiences open up new opportunities

Wellness-led premiumisation persists as functional teas gain traction

WHAT'S NEXT?

Premium products will sustain value growth as volumes stagnate

Retailers to experiment with fixed coffee prices

Functional teas could raise stagnant sales

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts and Paulig Baltic lead sales

Zinzino gains traction with direct selling model

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[Coffee in Lithuania](#)

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[Other Hot Drinks in Lithuania](#)

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Other hot drinks retains niche presence

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Rapid value growth amid rising raw material costs

Chocolate-flavoured offerings drive value growth

WHAT'S NEXT?

Other hot drinks will remain relatively niche, compared to coffee and tea

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