



Concentrates in Lithuania

December 2025

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Concentrates in Lithuania - Category analysis

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2025 DEVELOPMENTS

Concentrates face stiff competition

INDUSTRY PERFORMANCE

Demand remains stagnant amid competition from more dynamic RTD alternatives

Liquid concentrates benefits from recent innovations

WHAT'S NEXT?

Modest growth for concentrates, driven by liquid formulations

Premium syrups could offer added-value opportunities

Sugar tax will likely push up prices

COMPETITIVE LANDSCAPE

Druskininku Rasa UAB leads sales

Lidl expands portfolio of liquid concentrates

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Soft drinks volumes decline amid cold summer weather and creeping inflation

Shift towards low sugar options

Energy drinks drives growth

WHAT'S NEXT?

Modest growth despite ongoing challenges

Private label offerings could gain traction

Added-value drinks deliver above-average growth

COMPETITIVE LANDSCAPE

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