



Juice in Lithuania

December 2025

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Juice faces ongoing challenges

INDUSTRY PERFORMANCE

Juice sales decline further in light of continuing price pressures

Not from concentrate 100% juice shows greatest resilience

WHAT'S NEXT?

Juice sales to decline further amid rising health concerns

Anticipated lack of innovation

New sugar tax will likely impact sales

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Lidl leads through strong private label portfolio

Maxima gains traction

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E-commerce and convenience stores show greatest resilience

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[Soft Drinks in Lithuania - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks under pressure from weather, price pressures and health trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Birštono Mineraliniai Vandens and Coca-Cola remain key industry players

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CHANNELS

Supermarkets remains leading channel

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Summary 1 - Research Sources

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