



Euromonitor  
International

# Tea in Lithuania

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## Tea in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Movement towards more specialised, functional options

#### INDUSTRY PERFORMANCE

Tea suffers from stagnant demand

Fruit/herbal tea shows greatest resilience

#### WHAT'S NEXT?

Tea faces decline as coffee continues to dominate

Functional herbal teas offer scope for growth

Distribution patterns will remain stable

#### COMPETITIVE LANDSCAPE

Svencioniu Vaistazoles leads sales through herbal positioning

Gelsva leads growth with Dilmah

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Supermarkets attract consumers with broad selection

Online retailer platforms drive growth of e-commerce

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Challenging times for hot drinks players

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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

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