



**Euromonitor  
International**

# Processed Fruit and Vegetables in Lithuania

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Ongoing challenges suppress demand

### INDUSTRY PERFORMANCE

Modest growth amid seasonal and competitive pressures

Shelf stable beans is key growth driver amid rising global cuisine trends

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Processed fruit and vegetables face saturation amid private label expansion

Shelf stable fruit and vegetables face negative health perceptions

Private label will gain popularity

### COMPETITIVE LANDSCAPE

Viciunai & Ko dominates sales through broad portfolio

Rimi Lietuva leverages private label offerings

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## Staple Foods in Lithuania - Industry Overview

### EXECUTIVE SUMMARY

Stagnant demand in 2025

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### INDUSTRY PERFORMANCE

Saturation and demographic stagnation constrain growth in staple goods

Indulgence and convenience drive consumer choices

Health awareness is on the rise

### WHAT'S NEXT?

Limited momentum for mature market

Convenience will continue to shape consumption

Private label will show further expansion

## COMPETITIVE LANDSCAPE

Biovela retains its lead, thanks to deep-rooted preference for processed meat

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-lithuania/report](https://www.euromonitor.com/processed-fruit-and-vegetables-in-lithuania/report).