



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Lithuania

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Overall flat performance but protein bars gain ground
Private label becomes more popular as branded players face pricing pressures
Supermarkets dominates while e-commerce makes further gains

PROSPECTS AND OPPORTUNITIES

More affordable prices will help sweet biscuits, snack bars and fruit snacks to outperform traditional confectionery
Private label expansion likely as price pressure intensifies
Scope for development of offerings will health and wellness positioning

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Snacks in Lithuania - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-lithuania/report.