



Euromonitor
International

Cooking Ingredients and Meals in Lithuania

November 2025

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Cooking Ingredients and Meals in Lithuania

EXECUTIVE SUMMARY

Softening inflation encourages consumers to spend

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Olive oil shows steady growth

Poor summer impacts barbecue-related products

Sweet spreads is the best performing category

WHAT'S NEXT?

Moderate growth

Limited impact of health and wellness trend

Private label growth

COMPETITIVE LANDSCAPE

Kedainiu Konservu Fabrikas UAB leads

Kasell SA most dynamic

CHANNELS

Supermarkets lead with their extensive network of outlets and strong private label offering

Expansion of convenient e-commerce

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Olive oil benefits from healthy Mediterranean image

INDUSTRY PERFORMANCE

Modest growth as consumers maintain their usual purchasing and consumption patterns

Sunflower oil leads in value, olive oil in volume

WHAT'S NEXT?

Modest organic growth expected
Olive oil retains its healthy image

COMPETITIVE LANDSCAPE

Rukola UAB maintains its leadership position
Kasell SA benefiting from the market entry of the Sparta Groves olive oil brand

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health concerns constrain uptake

INDUSTRY PERFORMANCE

Consumers appreciate the convenience of meals and soup
Chilled ready meals benefit from high unit prices

WHAT'S NEXT?

Convenience factor will continue to support category expansion
Health and wellness concerns limit growth

COMPETITIVE LANDSCAPE

Viciunai & Ko UAB offers a wide product range
Auga soups appeal to a wide range of flavour preferences

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Soy sauce benefits from rising interest in Asian cuisine

INDUSTRY PERFORMANCE

Unfavourable summer weather impacts demand

Rising popularity of Asian dishes supports growth of soy sauce

WHAT'S NEXT?

New product launches to reignite consumer interest

Limited role of health and wellness

COMPETITIVE LANDSCAPE

Kedainiu Konservu Fabrikas leads with its wide portfolio of economy brands

Maxima expanding its Well Done private label

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Proximity of convenience stores makes them a key channel

Convenience and promotion hunting attract consumers to e-commerce

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Sweet Spreads in Lithuania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home-made jams continue to pose challenge

INDUSTRY PERFORMANCE

Rising prices and strong performance of jams and preserves drive value growth in 2025

Jams and preserves remain highly popular

WHAT'S NEXT?

Home production will remain the main barrier to even stronger growth

Sweeteners are not a popular alternative to natural sugar

COMPETITIVE LANDSCAPE

Local players lead, having a strong understanding of local taste preferences

Kedainiu Konservu Fabrikas offers a well-developed range of products

CHANNELS

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