



Processed Meat, Seafood and Alternatives To Meat in Lithuania

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising consumer preference for higher quality, fresher options

INDUSTRY PERFORMANCE

Chilled and fresh options drive modest gains

Chilled processed poultry shows greatest momentum

WHAT'S NEXT

Stable demand for processed meat will support steady growth

Health trends to shape consumer choices

Private label to strengthen its position

COMPETITIVE LANDSCAPE

Biovela UAB leads sales

Maxima benefits from success of Well Done line

CHANNELS

Supermarkets remains largest channel

Convenience stores sees rapid growth

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

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Staple Foods in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Stagnant demand in 2025

KEY DATA FINDINGS

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

Biovella retains its lead, thanks to deep-rooted preference for processed meat
Divella gains traction through competitively-priced pasta offerings
Private label gains traction

CHANNELS

Supermarkets remains dominant channel
E-commerce benefits from growing demand for convenience
Foodservice faces ongoing challenges

MARKET DATA

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