



# Meals and Soups in Lithuania

November 2025

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## Meals and Soups in Lithuania - Category analysis

### 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

#### CHANNELS

Supermarkets' popularity supported by frequent promotions and a strong private label offering

Convenience and promotions attract consumers to e-commerce

#### CATEGORY DATA

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## Cooking Ingredients and Meals in Lithuania - Industry Overview

### 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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