



Euromonitor
International

Bottled Water in Lithuania

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Bottled Water in Lithuania - Category analysis

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2025 DEVELOPMENTS

Weather and economic pressures hit sales

INDUSTRY PERFORMANCE

Bottled water fall sharply after a weak summer season

Functional bottled water retains some momentum

WHAT'S NEXT?

Functional variants will drive growth in weather-dependent category

Innovation will remain limited outside functional bottled water

Still natural mineral water will retain its stronghold amongst urban consumers

COMPETITIVE LANDSCAPE

Birštono Mineraliniai Vandenys dominates sales

Fairfood Baltic gains momentum through functional water offerings

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Soft drinks volumes decline amid cold summer weather and creeping inflation

Shift towards low sugar options

Energy drinks drives growth

WHAT'S NEXT?

Modest growth despite ongoing challenges

Private label offerings could gain traction

Added-value drinks deliver above-average growth

COMPETITIVE LANDSCAPE

Birštono Mineraliniai Vandenys and Coca-Cola remain key industry players

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