



Euromonitor
International

Hot Drinks in Lithuania

December 2025

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EXECUTIVE SUMMARY

Challenging times for hot drinks players

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INDUSTRY PERFORMANCE

Demand for hot drinks is impacted by pricing pressures and shifting retail strategies

Indulgence and elevated coffee experiences open up new opportunities

Wellness-led premiumisation persists as functional teas gain traction

WHAT'S NEXT?

Premium products will sustain value growth as volumes stagnate

Retailers to experiment with fixed coffee prices

Functional teas could raise stagnant sales

COMPETITIVE LANDSCAPE

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Zinzino gains traction with direct selling model

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Chocolate-flavoured offerings drive value growth

WHAT'S NEXT?

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