



**Euromonitor
International**

Coffee in Lithuania

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Coffee in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shift towards premium coffee experiences

INDUSTRY PERFORMANCE

Shifting retail strategies amid flat volumes

Fresh ground coffee pods drive value growth as premium experiences expand

WHAT'S NEXT?

Premium formats to gain momentum

Innovation will remain limited

Online sales could expand

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Jacobs Douwe Egberts leads sales

Zinzino gains traction with direct selling model

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Supermarkets leads coffee sales

E-commerce gains popularity

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Hot Drinks in Lithuania - Industry Overview

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Challenging times for hot drinks players

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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

CHANNELS

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About Euromonitor International

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