



Euromonitor
International

Sports Drinks in Lithuania

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Sports Drinks in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cold summer weather limits sales

INDUSTRY PERFORMANCE

Sports drinks sales remain flat in 2025

Reduced sugar offerings lead growth

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Sports drinks poised for steady growth, driven by functional demand

Increased participation from local and regional players

Sugar tax set to raise prices and shift demand towards reduced-sugar offerings

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Shift towards low sugar options

Energy drinks drives growth

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Private label offerings could gain traction

Added-value drinks deliver above-average growth

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Birštono Mineraliniai Vandenys and Coca-Cola remain key industry players

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