



**Euromonitor
International**

Processed Fruit and Vegetables in Lithuania

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2025 DEVELOPMENTS

Ongoing challenges suppress demand

INDUSTRY PERFORMANCE

Modest growth amid seasonal and competitive pressures

Shelf stable beans is key growth driver amid rising global cuisine trends

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Processed fruit and vegetables face saturation amid private label expansion

Shelf stable fruit and vegetables face negative health perceptions

Private label will gain popularity

COMPETITIVE LANDSCAPE

Viciunai & Ko dominates sales through broad portfolio

Rimi Lietuva leverages private label offerings

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Supermarkets win over consumers with wide product assortments

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Staple Foods in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Stagnant demand in 2025

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INDUSTRY PERFORMANCE

Saturation and demographic stagnation constrain growth in staple goods

Indulgence and convenience drive consumer choices

Health awareness is on the rise

WHAT'S NEXT?

Limited momentum for mature market

Convenience will continue to shape consumption

Private label will show further expansion

COMPETITIVE LANDSCAPE

Biovela retains its lead, thanks to deep-rooted preference for processed meat

Divella gains traction through competitively-priced pasta offerings

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