

Butter and Spreads in Lithuania

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter sees the common but overall category performances negatively impacted by cooking fats and margarines and spreads
Pieno Zvaigzdes's Dvaro holds enduring appeal amongst Lithuanians
Supermarkets continues to represent the majority of sales of butter and spreads

PROSPECTS AND OPPORTUNITIES

Butter will continue to flourish in an otherwise saturated arena
Preferences for unprocessed variants will drive sales of butter free from additives
Premium player Auga's entry into the category could disrupt existing dynamics

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Dairy Products and Alternatives in Lithuania - Industry Overview

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DISCLAIMER

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