



Euromonitor
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Plant-Based Dairy in Lithuania

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower volume growth for plant-based dairy products in 2025, but value sales remain buoyant due to price increases

Alpro remains the leading brand, but private label continues to gain share

Supermarkets continues to lead distribution of plant-based dairy in 2025

PROSPECTS AND OPPORTUNITIES

Current value growth objectives, but volume sales will continue to fall

Consumer base predicted to remain niche for plant-based dairy

Private label offerings will gain traction, following the lead of Maxima

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DISCLAIMER

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