



**Euromonitor
International**

Meals and Soups in Lithuania

November 2025

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Meals and Soups in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health concerns constrain uptake

INDUSTRY PERFORMANCE

Consumers appreciate the convenience of meals and soup

Chilled ready meals benefit from high unit prices

WHAT'S NEXT?

Convenience factor will continue to support category expansion

Health and wellness concerns limit growth

COMPETITIVE LANDSCAPE

Viciunai & Ko UAB offers a wide product range

Auga soups appeal to a wide range of flavour preferences

CHANNELS

Supermarkets' popularity supported by frequent promotions and a strong private label offering

Convenience and promotions attract consumers to e-commerce

CATEGORY DATA

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Cooking Ingredients and Meals in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Softening inflation encourages consumers to spend

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Olive oil shows steady growth

Poor summer impacts barbecue-related products

Sweet spreads is the best performing category

WHAT'S NEXT?

Moderate growth

Limited impact of health and wellness trend

Private label growth

COMPETITIVE LANDSCAPE

Kedainiu Konservu Fabrikas UAB leads

Kasell SA most dynamic

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