

Soft Drinks in Lithuania

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Bottled water seen as a “premium” niche, due to high quality of tap water in the country
Developments in bottled water noted, despite the sluggish overall sales performance
Premium options remain rather regulated to on-trade channels

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Foodservice fails to rescue total sales, as on-trade volumes slump too

PROSPECTS AND OPPORTUNITIES

Sales expected to remain in a negative slump, in both on-trade and off-trade terms

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 Kombucha is the main area of interest in RTD tea
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PROSPECTS AND OPPORTUNITIES

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