

Tea in Lithuania

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Tea in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tea continues to lose popularity as consumers preference coffee

Herbal tea has the strongest growth potential, aligning with the self-medication trend

Svencioniu Vaistazoles retains its lead, offering functional tea to consumers

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Negative trend for retail volume sales as premiumisation drives value growth Private label struggles to find its place against branded options Herbal tea has growth potential as consumers seek natural products

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