

Spirits in Lithuania

June 2024

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Spirits in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits hit by difficult economic climate Vodka is losing appeal among younger adults Gin, rum and whiskies are popular for mixing

PROSPECTS AND OPPORTUNITIES

Ongoing decline in spirits consumption Lighter and mixed spirits will be the main winners Growing interest in whiskies

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Alcoholic Drinks in Lithuania - Industry Overview

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Alcoholic drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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DISCLAIMER

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