

Carbonates in Lithuania

January 2024

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Carbonates in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates suffer from unhealthy image and relatively high prices
Reduced sugar variants fare slightly better due to having a "healthier" image
Tonic water/mixers/other bitters benefits from the cocktail mixing trend

PROSPECTS AND OPPORTUNITIES

Ongoing challenges expected for carbonates
On-trade channels will face similar challenges, albeit fare slightly better thanks to cocktail mixers
Citrus-based carbonates will also fall prey to the negative-image challenges faced by regular carbonates

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