

# RTD Tea in Lithuania

January 2024

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## RTD Tea in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTD tea remains rather unpopular in Lithuania, with no clear benefits and a low shelf presence

Kombucha is the main area of interest in RTD tea

Developments focus on premium-positioned products

#### PROSPECTS AND OPPORTUNITIES

Sales expected to remain in a negative slump due to low popularity overall

Astonishing growth for kombucha seen from low base

Low-sugar RTD teas could help stimulate an ailing category

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