

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

PROSPECTS AND OPPORTUNITIES

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- RTD coffee yet to find its place

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RTD Tea in Lithuania

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- Kombucha is the main area of interest in RTD tea
- Developments focus on premium-positioned products

PROSPECTS AND OPPORTUNITIES

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