

# Yoghurt and Sour Milk Products in Lithuania

September 2023

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#### 2023 DEVELOPMENTS

Negative growth flows from the non-essential status of yoghurt and sour milk products  
Sour milk products proves more resilient than yoghurt amidst pressure on spending  
High sugar content of flavoured yoghurt undermines demand to a high degree

#### PROSPECTS AND OPPORTUNITIES

No major changes expected in the prevailing trends in yoghurt and sour milk products  
Plain yoghurt set to benefit from its healthier status than flavoured yoghurt  
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