

Plant-Based Dairy in Lithuania

September 2023

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Plant-Based Dairy in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further growth and development from a low sales base as demand evens out
Relatively low unit price growth supports rising sales in other plant-based milk
Plant-based yoghurt emerges strongly, although the category's limitations are apparent

PROSPECTS AND OPPORTUNITIES

Sales growth in plant-based dairy set to be sustainable rather than spectacular
The position of private label in plant-based dairy set to continue improving
Expansion in the variety of products on offer has the potential to boost demand

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