



# Bottled Water in Lithuania

January 2024

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## Bottled Water in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

Sales expected to return to positive growth, in line with economic recovery

Larger formats perceived as budget-friendly options, in a retail/B2B crossover strategy

Seasonality will remain a key factor in bottled water sales

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