



Concentrates in Lithuania

January 2024

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Concentrates in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates is an uninteresting category, with low interest and few developments

Local brand Rasa maintains its top place, thanks to no notable competition

Liquid concentrates fare better than outdated powder options

PROSPECTS AND OPPORTUNITIES

Concentrates set to face an ongoing poor performance

Some small scope for developments in premium and niche areas

Cocktail mixer syrups could be another area for players to explore

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