



# Non-Grocery Retailers in Lithuania

March 2023

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## Non-Grocery Retailers in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers return to offline shopping during 2022

Non-grocery retailers suffer from perception that their products are non-essential during the cost-of-living crisis in 2022

Variety stores the only general merchandise stores in 2022

#### PROSPECTS AND OPPORTUNITIES

Inflationary influence expected to continue shaping consumer behaviour during the forecast period

Non-grocery retail consumption set to be driven by new shopping centres in the forecast period

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