



Euromonitor  
International

# Retail E-Commerce in Lithuania

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## Retail E-Commerce in Lithuania - Category analysis

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#### 2022 DEVELOPMENTS

Retail e-commerce continues to expand in Lithuania during 2022, due to a variety of reasons

Marketplaces boosting retail e-commerce sales in Lithuania during 2022

A greater number of older people are using retail e-commerce

#### PROSPECTS AND OPPORTUNITIES

Sales growth set to rise during the forecast period as e-commerce has yet to reach maturity

International players to continue being major contributors to growth of retail e-commerce in Lithuania over the forecast period

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