

# Rtds in Lithuania

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Date: July 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: R4DA5B5AE3BAEN

## Abstracts

RTDs saw heavy losses in total volume terms in 2022. In Lithuania, unlike in neighbouring Latvia, the category has a poor reputation with many consumers avoiding RTDs due to the perceived high sugar level in these drinks. Concerns over rising obesity and diabetes levels alongside the influence of the pandemic have all served to push consumers away from RTDs, which many people also perceive to be full of artificial flavourings and ingredients. Furthermore, traditionally RTDs have been targeted at...

Euromonitor International's RTDs in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the RTDs market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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