

# Yoghurt and Sour Milk Products in Lithuania

<https://marketpublishers.com/r/Y4F4795FFA3EN.html>

Date: September 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: Y4F4795FFA3EN

## Abstracts

Yoghurt and sour milk products registered a negative retail volume sales performance in 2023 and this can be attributed largely to the non-essential status of these products. Unlike cheese and drinking milk products, yoghurt has never been seen as an essential dairy product for daily consumption among the population of Lithuania. For this reason, the category based greater challenges towards the end of the review period as high inflation undermined the spending power of local consumers. While co...

Euromonitor International's Yoghurt and Sour Milk Products in Lithuania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products 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.

## Contents

Yoghurt and Sour Milk Products in Lithuania

Euromonitor International

September 2023

### LIST OF CONTENTS AND TABLES

YOGHURT AND SOUR MILK PRODUCTS IN LITHUANIA

KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Negative growth flows from the non-essential status of yoghurt and sour milk products

Sour milk products proves more resilient than yoghurt amidst pressure on spending

High sugar content of flavoured yoghurt undermines demand to a high degree

PROSPECTS AND OPPORTUNITIES

No major changes expected in the prevailing trends in yoghurt and sour milk products

Plain yoghurt set to benefit from its healthier status than flavoured yoghurt

Premiumisation and health and wellness central to efforts to save flavoured yoghurt

CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 6 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 7 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 8 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN LITHUANIA

## EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

## MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Yoghurt and Sour Milk Products in Lithuania

Product link: <https://marketpublishers.com/r/Y4F4795FFA3EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Y4F4795FFA3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970