

# Sports Nutrition in Lithuania

October 2023

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## Sports Nutrition in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive results as the interest in active lifestyles increase  
Protein bars are enjoyed as snacks, even by those who do not exercise  
Small players account for the largest value share, as local manufacturers remain key

#### PROSPECTS AND OPPORTUNITIES

The expansion of the consumer base supports strong levels of growth  
E-commerce to lead sales as direct sellers increase their offerings  
Expansion of retail presence will aid sales across the forecast period

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### DISCLAIMER

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