

# Drinking Milk Products in Lithuania

September 2023

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## Drinking Milk Products in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The roller coaster performance of drinking milk products continues into 2023  
Shelf stable milk remains a much smaller category than fresh milk  
Flavoured milk drinks suffers from the adverse and uncertain economic environment

#### PROSPECTS AND OPPORTUNITIES

Full fat fresh milk set to remain dominant as sales continue to rise  
Shelf stable milk unlikely to gain much ground, remaining a minor category  
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