

# Drinking Milk Products in Lithuania

September 2023

Table of Contents

### 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  
Private label to gain ground due to improving reputation and public thirst for economy

#### CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023  
Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023  
Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023  
Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023  
Table 7 - Distribution of Drinking Milk Products by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028  
Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Lithuania - Industry Overview

### 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

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#### SOURCES

Summary 1 - Research Sources

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