

Butter and Spreads in Lithuania

September 2023

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Butter and Spreads in Lithuania - Category analysis

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2023 DEVELOPMENTS

Butter returns to positive growth as the rehabilitation of the category's image continues Margarine and spreads continues to slide as the category's price advantage is eroded Private label continues to advance as consumers cope with the impact of inflation

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Consumer trust in butter set to improve as demand shifts towards natural dairy products Leading brands set to fight back against the rise of private label Plant-based alternatives to butter unlikely to gain much ground

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