

# Non-Grocery Retailers in Lithuania

March 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Consumers return to offline shopping during 2022

Non-grocery retailers suffer from perception that their products are non-essential during the cost-of-living crisis in 2022

Variety stores the only general merchandise stores in 2022

### PROSPECTS AND OPPORTUNITIES

Inflationary influence expected to continue shaping consumer behaviour during the forecast period

Non-grocery retail consumption set to be driven by new shopping centres in the forecast period

Sales growth of pharmacies likely to stagnate as consumers consult doctors again

### CHANNEL DATA

Table 1 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 2 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 4 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 5 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 6 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 8 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 9 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 10 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 11 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

## Retail in Lithuania - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

### MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 14 - Sales in Retail Offline by Channel: Value 2017-2022

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 16 - Retail Offline Outlets by Channel: Units 2017-2022

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 18 - Retail GBO Company Shares: % Value 2018-2022

Table 19 - Retail GBN Brand Shares: % Value 2019-2022

Table 20 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 21 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 22 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 23 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 24 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 25 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 26 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 27 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 28 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 29 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 30 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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## SOURCES

Summary 1 - Research Sources

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