



CHAMBRE DE COMMERCE FRANCE LITUANIE

Prancūzijos ir Lietuvos Prekybos Rūmai

Lietuva





# Location and Geography

**LITHUANIA IS LOCATED IN NORTHERN EUROPE, ALONG THE BALTIC SEA. ITS CAPITAL, VILNIUS, IS KNOWN FOR ITS UNESCO-LISTED HISTORIC CENTRE.**

**THE COUNTRY IS BORDERED BY LATVIA TO THE NORTH, BELARUS TO THE EAST, AND POLAND TO THE SOUTH. ITS LANDSCAPE IS MOSTLY COMPOSED OF PLAINS, FORESTS AND NUMEROUS LAKES, WITH A CLIMATE MARKED BY COLD WINTERS AND MODERATE SUMMERS.**





# *Economic Environment*

THE LITHUANIAN ECONOMY IS MODERN, OPEN AND GROWING STRONGLY. THE COUNTRY RELIES ON SECTORS SUCH AS INFORMATION TECHNOLOGY, FINANCIAL SERVICES, LOGISTICS AND MANUFACTURING. ITS INTEGRATION INTO THE EUROPEAN UNION GUARANTEES A STABLE REGULATORY FRAMEWORK FAVOURABLE TO FOREIGN INVESTMENT.

LITHUANIA ALSO BENEFITS FROM A SKILLED WORKFORCE, RELATIVELY COMPETITIVE LABOUR COSTS AND DEVELOPED INFRASTRUCTURE. IT THUS SERVES AS A GATEWAY TO THE MARKETS OF EASTERN EUROPE AND THE BALTIC REGION.





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# *Consumer Profile in Lithuania*





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# General characteristics



THE LITHUANIAN CONSUMER TODAY IS MODERN, INFORMED AND INCREASINGLY DEMANDING. WITH A HIGH LEVEL OF EDUCATION AND STRONG DIGITAL CONNECTIVITY, THEY EASILY COMPARE PRODUCTS AND SERVICES BEFORE MAKING A DECISION. THE POPULATION, CONCENTRATED PARTICULARLY IN VILNIUS AND OTHER MAJOR CITIES LIKE KAUNAS AND KLAIPĖDA, RAPIDLY ADOPTS NEW EUROPEAN CONSUMPTION TRENDS.





**LITHUANIAN CONSUMERS SHOW A GROWING INTEREST IN ECOLOGICAL, LOCAL AND SUSTAINABLE PRODUCTS. ENVIRONMENTAL AND ETHICAL ISSUES ARE BECOMING INCREASINGLY IMPORTANT, ESPECIALLY AMONG YOUNGER GENERATIONS. THIS EVOLUTION STRONGLY INFLUENCES COMPANY MARKETING STRATEGIES.**

HISTORICALLY PRICE-CONSCIOUS, THE CONSUMER REMAINS CAUTIOUS WITH THEIR SPENDING. HOWEVER, WITH THE IMPROVEMENT IN THE STANDARD OF LIVING, A SHIFT TOWARDS AN INCREASED SEARCH FOR QUALITY IS OBSERVED. VALUE FOR MONEY REMAINS A CENTRAL CRITERION, BUT CONSUMERS ARE NOW WILLING TO PAY MORE FOR DURABLE, INNOVATIVE PRODUCTS OR THOSE FROM RECOGNISED BRANDS.



ONLINE COMMERCE IS EXPERIENCING STRONG GROWTH IN LITHUANIA, DRIVEN BY A HIGHLY CONNECTED POPULATION. CONSUMERS REGULARLY USE DIGITAL PLATFORMS TO COMPARE, PURCHASE AND CONSULT REVIEWS. HOWEVER, PURCHASES REMAIN INFLUENCED BY BRAND TRUST, TRANSPARENCY AND QUALITY OF CUSTOMER SERVICE.

*Price Sensitivity  
and Buying Behaviour*

# Cultural Influence

**LOCAL CULTURE REMAINS AN IMPORTANT FACTOR IN BUYING BEHAVIOUR. CONSUMERS VALUE NATIONAL PRODUCTS AND TRADITIONS, WHILE BEING OPEN TO WESTERN INFLUENCES. THIS COMBINATION CREATES A HYBRID MARKET, WHERE ATTACHMENT TO ROOTS COEXISTS WITH THE ADOPTION OF MODERN CONSUMPTION PATTERNS.**





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# Vilnius the capital

**TECH HUB:**  
NICKNAMED THE "TECH VALLEY"  
OF THE BALTICS, VILNIUS HOSTS  
A DYNAMIC ECOSYSTEM OF  
STARTUPS AND FINTECH  
COMPANIES.



**ECONOMIC AND CULTURAL CAPITAL:**  
VILNIUS IS THE POLITICAL, FINANCIAL  
AND ACADEMIC HEART OF THE  
COUNTRY. THE CITY ATTRACTS THE  
MAJORITY OF FOREIGN INVESTMENT  
AND IS HOME TO THE HEADQUARTERS  
OF LARGE COMPANIES.

**UNESCO-LISTED HISTORIC CENTRE:**  
ITS BAROQUE OLD TOWN IS ONE OF  
THE BEST PRESERVED IN NORTHERN  
EUROPE, BLENDING ARCHITECTURAL  
HERITAGE WITH A VIBRANT NIGHTLIFE.





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# Kaunas

## **SECOND CITY AND INDUSTRIAL CENTRE:**

KAUNAS IS THE COUNTRY'S MAIN LOGISTICS AND MANUFACTURING HUB, STRATEGICALLY LOCATED AT THE CROSSROADS OF ROAD AND RAILWAYS.

## **CITY HOSTING STUDENTS AND CREATIVITY:**

WITH A VERY LARGE YOUNG POPULATION, THE CITY STANDS OUT FOR ITS CULTURAL DYNAMISM AND ITS RENOWNED STREET ART.



## **EUROPEAN CAPITAL OF CULTURE 2022:**

ITS UNIQUE MODERNIST ARCHITECTURE AND URBAN RENEWAL MAKE IT A RISING CULTURAL DESTINATION IN EUROPE.



# Klaipėda

## **GATEWAY TO THE CURONIAN SPIT:**

THE CITY IS THE STARTING POINT FOR EXPLORING THIS UNESCO-LISTED LAGOON, A MAJOR TOURIST DESTINATION FOR NATURE LOVERS.

## **STRATEGIC PORT ON THE BALTIC:**

KLAIPEDA IS LITHUANIA'S ONLY DEEP-WATER PORT, ESSENTIAL FOR MARITIME TRADE, EXPORTING AND IMPORTING GOODS.

## **GERMANIC AND MARITIME PAST:**

THE HALF-TIMBERED ARCHITECTURE OF THE OLD TOWN RECALLS ITS PRUSSIAN HISTORY AND ITS INSEPARABLE LINK WITH THE SEA.

