

LITHUANIAN E-COMMERCE

What you need to know to
sell online in Lithuania

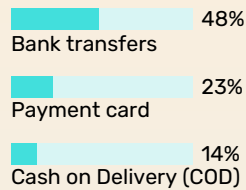
POPULATION

2.8 MILLION

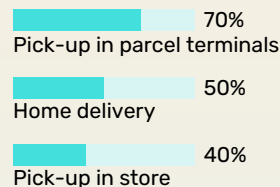
The Lithuanian e-commerce market is the largest in the Baltic region. Driven by the overall growth of the digital economy in the country, revenues from online sales of goods and services in Lithuania are expected to increase by 60 percent between 2024 and 2029.



PREFERRED PAYMENT METHODS



PREFERRED DELIVERY METHODS



TOP 3 REASONS NOT TO BUY ONLINE

- 1 Lack of information
- 2 False information
- 3 Delivery takes too long



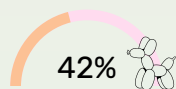
TOP 5 DELIVERERS

- 1 DPD
- 2 Lietuvos Paštas / LP EXPRESS
- 3 Omniva
- 4 Venipak
- 5 Itella

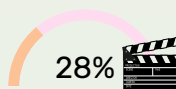
EXPECTED TOTAL REVENUE FROM
ONLINE SALES IN 2025:

**1.18 billion
EUR**

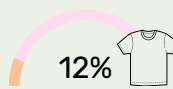
WHAT LITHUANIANS BUY ONLINE



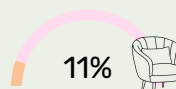
Toys, Hobby &
DIY



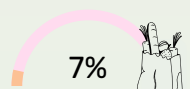
Electronics &
Media



Fashion



Furniture &
Appliances



Food &
Personal Care

THE MOST COMMON REASONS FOR LITHUANIANS TO PURCHASE FROM ABROAD

- 1 Lower prices
- 2 Wider product range
- 3 Better quality



WHAT YOU SHOULD DO TO BE SUCCESSFUL

Lithuanian customers compare prices and look for good deals, but many also care about brand reputation and product quality. Loyalty programmes and good customer service help build trust and keep customers coming back.



WHAT WILL HURT YOUR CONVERSION RATE

Lack of product reviews, poor descriptions, and missing technical details make items seem untrustworthy, discouraging purchases. Hidden fees, unclear return policies, and unreliable delivery also create doubts and lower conversion rates.

SOCIAL MEDIA NUMBERS



2.09
million users



1.75
million users



0.94
million users



0.89
million users



0.44
million users



72%

of people are
shopping online

104 EUR

Average order value in 2024

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