

Baked Goods in Lithuania

Market Direction | 2022-11-29 | 19 pages | Euromonitor

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Report description:

In Lithuania, the popularity of bread is declining every year, largely due to the growing health and wellness trend and consumers realisation that flour is relatively unhealthy. Consequently, baked goods continues to see a decline in retail volume sales in 2022. This mature category that is dominated by local brands is facing a declining consumer base and the switch to artisanal alternatives. The health and wellness trend has been gathering pace in Lithuania in recent years and has even gained p...

Euromonitor International's Baked Goods in Lithuania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baked Goods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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