

Breakfast Cereals in Lithuania

Market Direction | 2022-11-29 | 17 pages | Euromonitor

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Report description:

Although a large and competitive category, breakfast cereals still has growth potential in Lithuania. Healthier products are helping to capture consumer interest and underpin retail volume and current value sales. Muesli and granola have long been regarded as among the healthiest types of breakfast available in Lithuania and these products are increasingly marketed as the most nutritious way to start the day. Grain-based porridges are also expanding in hot cereals with different options includin...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Table of Contents:

Breakfast Cereals in Lithuania
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List Of Contents And Tables

BREAKFAST CEREALS IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Breakfast cereals remains buoyant thanks to healthier options

Price inflation constrains category volume growth

Traditional children's RTE cereals fall out of favour with parents

PROSPECTS AND OPPORTUNITIES

Sustainable growth expected in the forthcoming years

Local player Malsena brings further dynamism to hot cereals

RTE cereals will shift towards healthier propositions

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 2 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 7 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

STAPLE FOODS IN LITHUANIA

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 21 □Forecast Sales of Staple Foods by Category: Value 2022-2027

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

Breakfast Cereals in Lithuania

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