

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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