

## **Breakfast Cereals in Lithuania**

Market Direction | 2023-11-28 | 17 pages | Euromonitor

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### **Report description:**

The main consumers of breakfast cereal in Lithuania remain children; however, RTE cereals do not have a good reputation among parents in the country and they are not perceived as a healthy option for breakfast due to their high sugar content. Brand manufacturers have introduced various healthier cereal products, such as products full of grain and less sugar, in order to draw parents back to the category. The major player Naujasis Nevezis is also trying to tackle the problem with its Naturlife br...

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 2018-2022, 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 2027, 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Parents do not perceive RTE to be a healthy breakfast option for their children

Healthier options preferred

Quick and convenient hot cereals see rising demand

#### PROSPECTS AND OPPORTUNITIES

Moderate growth as market is far from saturation

Products offering a higher nutrition value will fare better

Focus on health and convenience will support growth of hot cereals

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