

## **Breakfast Cereals in Lithuania**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Breakfast Cereals in Lithuania  
Euromonitor International  
December 2023

List Of Contents And Tables

### BREAKFAST CEREALS IN LITHUANIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

#### CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 2 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 7 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

### STAPLE FOODS IN LITHUANIA

#### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

#### MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2019-2023

Table 19 Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 □Forecast Sales of Staple Foods by Category: Value 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Breakfast Cereals in Lithuania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com