

# Staple Foods in Lithuania

<https://marketpublishers.com/r/S43866B2DDFFEN.html>

Date: November 2023

Pages: 54

Price: US\$ 2,100.00 (Single User License)

ID: S43866B2DDFFEN

## Abstracts

Staple foods in Lithuania has been less impacted by the economic uncertainty than other packaged food categories in 2023. The price inflation of 2022 due to the rising cost of logistics, raw materials and packaging, slowed significantly in 2023, which supported growth in the year, as did extremely attractive promotions in certain categories such as pasta. The health and wellness trend continues to gather pace in Lithuania as more consumers became aware of their overall health and how the food th...

Euromonitor International's Staple Foods 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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.

## Contents

Staple Foods in Lithuania  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

#### 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 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2019-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### BAKED GOODS IN LITHUANIA

##### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Bread consumption decline continues due to consumers' health concerns

Fresh and affordable artisanal bread continues to rise

Global nutrition habits influence younger consumers

## PROSPECTS AND OPPORTUNITIES

Ongoing impact of health and wellness trend

Frozen baked goods to benefit from their convenience

Competition of names and no names

## CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 18 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 19 Distribution of Baked Goods by Format: % Value 2018-2023

Table 20 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 21 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 22 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

## 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 64 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 65 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 66 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 67 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 69 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 70 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 71 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 72 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 73 Forecast Sales of Breakfast Cereals by Category: % Volume Growth

2023-2028

Table 74 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028  
PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN LITHUANIA  
KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Economic uncertainty encourages shift to fresh options in 2023

Chilled options are a hit in the summer season

Polish invasion

## **PROSPECTS AND OPPORTUNITIES**

Moderate growth as the economic situation improves

Healthier products increasingly preferred

Frozen options could gain ground

## **CATEGORY DATA**

Table 24 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:  
Volume 2018-2023

Table 25 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:  
Value 2018-2023

Table 26 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %  
Volume Growth 2018-2023

Table 27 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %  
Value Growth 2018-2023

Table 28 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat:  
% Value 2019-2023

Table 29 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %  
Value 2020-2023

Table 30 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:  
% Value 2018-2023

Table 31 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Volume 2023-2028

Table 32 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by  
Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN LITHUANIA  
KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Strong competition from fresh and home-made fruit and vegetables continues in 2023

Tomatoes and peas remain a staple in home cooking

Well Done joins the private label race in 2023

#### PROSPECTS AND OPPORTUNITIES

Lithuanians will continue to prefer to consume fresh and home-made fruit and vegetables

Seasonal purchasing will continue to impact shelf-stable products

Private label to gain share, offering both quality and lower prices

#### CATEGORY DATA

Table 33 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 34 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 35 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 36 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 38 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 39 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 40 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 41 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 42 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 43 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

#### RICE, PASTA AND NOODLES IN LITHUANIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stable growth as rice and pasta remain popular staple items

Pasta increasingly consumed as a main dish

Rice witnesses growth as noodles see decline in volume sales

#### PROSPECTS AND OPPORTUNITIES

Popular rice and pasta suit a range of household budgets

Pasta consumption occasions on the rise

Rice to benefit from its perception as a healthy carbohydrate

#### CATEGORY DATA

Table 44 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 45 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 46 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 47 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 48 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 49 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 50 NBO Company Shares of Rice: % Value 2019-2023

Table 51 LBN Brand Shares of Rice: % Value 2020-2023

Table 52 NBO Company Shares of Pasta: % Value 2019-2023

Table 53 LBN Brand Shares of Pasta: % Value 2020-2023

Table 54 NBO Company Shares of Noodles: % Value 2019-2023

Table 55 LBN Brand Shares of Noodles: % Value 2020-2023

Table 56 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 57 Distribution of Rice by Format: % Value 2018-2023

Table 58 Distribution of Pasta by Format: % Value 2018-2023

Table 59 Distribution of Noodles by Format: % Value 2018-2023

Table 60 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 61 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 62 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 63 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

## I would like to order

Product name: Staple Foods in Lithuania

Product link: <https://marketpublishers.com/r/S43866B2DDFFEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S43866B2DDFFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970