



**Euromonitor
International**

Breakfast Cereals in Lithuania

November 2025

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Breakfast Cereals in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals benefit from convenience trend amid demographic and health constraints

INDUSTRY PERFORMANCE

Convenience and health and wellness are key drivers of breakfast cereal choices

Children's breakfast cereals sees fastest growth

WHAT'S NEXT

Modest growth amid ongoing challenges

Health and wellness will remain key driver

Private label offers potential

COMPETITIVE LANDSCAPE

Naujasis Nevežis continues to lead, thanks to wide product range

Galinta ir Partneriai registers rapid growth

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Supermarkets dominates sales

E-commerce continues to gain traction

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Stagnant demand in 2025

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Saturation and demographic stagnation constrain growth in staple goods

Indulgence and convenience drive consumer choices

Health awareness is on the rise

WHAT'S NEXT?

Limited momentum for mature market

Convenience will continue to shape consumption

Private label will show further expansion

COMPETITIVE LANDSCAPE

Biovela retains its lead, thanks to deep-rooted preference for processed meat

Divella gains traction through competitively-priced pasta offerings

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