

Baby and Child-Specific Products in Lithuania

Market Direction | 2023-05-12 | 21 pages | Euromonitor

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Report description:

In contrast to other areas with beauty and personal care, baby and child-specific products did not experience a negative impact during COVID-19, with parents continuing to invest in the products. Moving into 2022, the landscape recorded positive growth, primarily driven by mid and premium-price hair and skin care products, with parents paying more attention to derma cosmetics and skin-friendly products, especially those helping to prevent head and body skin rashes. Despite price increases, paren...

Euromonitor International's Baby and Child-specific Products in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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.

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Solid growth as parents invest in products despite unit price increases

Derma cosmetics leads sun care as parents prioritise quality options

Multinational players dominate sales; however, local options gain ground

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Skin products boost demand as awareness of skin-related issues rises

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