

## **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.

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## Table of Contents:

Baby and Child-Specific Products in Lithuania

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List Of Contents And Tables

### BABY AND CHILD-SPECIFIC PRODUCTS IN LITHUANIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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

#### PROSPECTS AND OPPORTUNITIES

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

The competition among top and low-price options grows

Natural and organic ingredients play an increasingly important role

#### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 7 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 8 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 9 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 10 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN LITHUANIA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 11 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 12 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 13 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 16 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 20 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 Research Sources

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