

Hair Care in Lithuania

Market Direction | 2023-05-12 | 22 pages | Euromonitor

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Report description:

Premium skin care growth during COVID-19 and the demand for professional skin care led to further beauty premiumisation across other areas of the landscape. As such, this boosted growth for professional salon hair care sales in 2022. In parallel to strengthened knowledge of skin-friendly ingredients, consumers have become increasingly educated about the effectiveness of professional hair care. As such, many affluent consumers are increasingly looking for specific and unique products that meet th...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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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Table of Contents:

Hair Care in Lithuania
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List Of Contents And Tables

HAIR CARE IN LITHUANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising awareness of effectiveness boosts sales for salon professional hair care

Women favour specialist products, while men continue using multi-functional offerings

Local players launch salon professional hair care lines to drive sales

PROSPECTS AND OPPORTUNITIES

Organic care fails to fulfil consumers demand for healthy-looking hair

Professional salon hair care set to noticeably increase its share

Local players and tailored product lines increase over the forecast period

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 9 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 11 □Forecast Sales of Hair Care 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 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

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

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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