

Premium Beauty and Personal Care in Lithuania

Market Direction | 2023-05-12 | 20 pages | Euromonitor

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Report description:

The premium landscape continued to lead the beauty and personal care market in 2022, recording a high double-digit retail value growth, outperforming growth seen on the mass landscape. A noticeable increase in consumer knowledge of beauty products and skin-friendly ingredients predominantly drove premiumisation growth. This knowledge base was boosted during the outbreak of COVID-19, when consumers spent more time within the household, turning to self-care routines. Despite ongoing inflation and...

Euromonitor International's Premium Beauty and Personal 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal 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.

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BEAUTY AND PERSONAL CARE IN LITHUANIA

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