

Laundry Care in Lithuania

Market Direction | 2024-02-22 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

After the huge price shocks in 2022, unit price growth in laundry care softened to single digits as inflation fell in Lithuania. Concerns regarding inflation also abated in 2023, yet consumers were still conscious when shopping for laundry care and concentrated on buying basic products they need the most. Buoyed by price inflation, current value sales of laundry care witnessed moderate growth in 2023.

Euromonitor International's Laundry Care in Lithuania market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Laundry Care in Lithuania
Euromonitor International
February 2024

List Of Contents And Tables

LAUNDRY CARE IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price inflation slows in 2023

Consumption of powder detergents and fabric softeners in decline

Local brands are stepping up their game

PROSPECTS AND OPPORTUNITIES

Laundry care to face muted value growth

Liquid detergents to take over lead from powder detergents

Local brands expected to step up a gear

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2018-2023

Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 4 Sales of Laundry Aids by Category: Value 2018-2023

Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 9 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 10 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 11 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 12 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 13 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 14 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 15 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

HOME CARE IN LITHUANIA

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 Households 2018-2023

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2018-2023

Table 18 Sales of Home Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Home Care: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 LBN Brand Shares of Home Care: % Value 2020-2023

Table 21 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 22 Distribution of Home Care by Format: % Value 2018-2023

Table 23 Distribution of Home Care by Format and Category: % Value 2023

Table 24 Forecast Sales of Home Care by Category: Value 2023-2028

Table 25 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Laundry Care in Lithuania

Market Direction | 2024-02-22 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-24"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com