

Beauty and Personal Care in Lithuania

Market Direction | 2024-04-29 | 105 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

In 2023, beauty and personal care in Lithuania saw positive retail value growth, driven by price inflation and a heightened demand for products following a return to socialising post-COVID-19. While inflation was present, price increases were lower than in 2022, with positive retail volume growth noted in areas including sun care, skin care and baby and child-specific products. While mass items recorded the bulk of value sales, the premium landscape registered the fastest growth in 2023. Consume...

Euromonitor International's 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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:

Beauty and Personal Care in Lithuania
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN LITHUANIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on mass beauty and personal care in?essential?product?areas
Domestic offerings have a strong presence on the mass?landscape
Old Spice gains ground, boosting growth for mass men's grooming

PROSPECTS AND OPPORTUNITIES

Mass offerings continue to drive sales through an appealing price-quality?ratio
Mass market leaders establish stronger positions across the coming?years
E-commerce and physical retailing place pressure on the mass?market

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN LITHUANIA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

2023 DEVELOPMENTS

Strong growth for premium goods as skin care remains a priority for many

Premium fragrances outperforms mass, even in times of economic strain

High-quality facial care continues to shape the landscape in 2023

PROSPECTS AND OPPORTUNITIES

Growth for premium skin care, sun care and colour cosmetics

Professional hair care gains ground as players focus on key ingredients

Rising demand for added-value drives innovation across the forecast period

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents remain willing to invest more in products for children, boosting growth

The warm summer drives strong growth for baby and child-specific sun care

Local player Kake Make is a leading competitor against global offerings

PROSPECTS AND OPPORTUNITIES

Low birth rates and the weak performance of baby wipes challenges the landscape

Skin care goes premium as parents invest in products for their children

The demand for natural and organic ingredients shapes product innovation

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive year for bath and shower following the return to socialising

Intimate hygiene records positive retail volume growth as consumers appreciate the benefits

The local leader remains in its top position, while Old Spice gains ground

PROSPECTS AND OPPORTUNITIES

Bath and shower gel performs well, while bath additives decline

Intimate hygiene washes is set to drive above average market growth

Increasing share for pharmacists due to the wide range of functional products

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 33 Sales of Bath and Shower by Category: Value 2018-2023

Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth as consumers return to socialising and the workplace

Convenience and quality drive sales of BB/CC creams and mascara

L'Oreal retain its lead, however, Cosnova is rising competition

PROSPECTS AND OPPORTUNITIES

The natural trend is a rising challenge for colour cosmetic brands

Nail care salons continue to shrink the popularity of at-home nail care

Cosnova continues to increase its competitive position against L'Oreal

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

DEODORANTS IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return to socialising and the workplace drives demand for deodorants in 2023

Rising interest in natural deodorants shapes the competitive landscape

Old Spice increases share while Gillette and Nivea offer new product choices

PROSPECTS AND OPPORTUNITIES

Natural products and a shift to premiumisation present growth opportunities

Allergies and skin concerns drive growth in the pharmacy channel

Consumers continue to preference deodorant roll-ons and sprays

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023

Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 54 NBO Company Shares of Deodorants: % Value 2019-2023

Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume growth is positive in all areas, driven by socialising and warm weather

Beauty salons negatively impact growth, challenging sales as consumers seek professionals

Veet retains its lead in hair removers/bleaches, while Gillette Venus holds its overall top spot

PROSPECTS AND OPPORTUNITIES

Sales struggle as laser hair removal becomes an affordable option

Gillette Venus maintains a strong position as Wilkinson has potential to gain ground

Affordable multi-packs versus high-quality, long-lasting razors and blades

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales through physical retailing and gifting rise as socialising drives growth

Premium fragrances drive sales as niche offerings gain ground

Unisex brands grow in popularity, especially among Generation Z consumers

PROSPECTS AND OPPORTUNITIES

Ongoing growth for fragrances driven by premium and niche offerings

Digitalisation expands as sales through e-commerce continue to rise

Growing demand for affordable premium unisex fragrances

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

A decline in supermarket hair care sales as consumers opt for salon-grade solutions

Women favour specialist products, while men use multi-functional offerings

Newcomers enter the landscape using social media platforms, including TikTok

PROSPECTS AND OPPORTUNITIES

Professional hair care grows as 2-in-1 products record a decline

Local players and tailored product lines increase over the forecast period

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sustainability?is set?to shape product innovation and?packaging

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Out-of-home activities boost sales of men's fragrances and hair?care

Premium products struggle as men preference mass brands in?skin care?and bath and?shower

Procter and Gamble invest in King C and Old Spice during 2023

PROSPECTS AND OPPORTUNITIES

A rising focus on beard care as men move away from shaving

The mass market?is set?to dominate men's purchases over the forecast period

Innovations which focus on targeting specific problems?boost?growth

CATEGORY DATA

Table 85 Sales of Men?s Grooming by Category: Value 2018-2023

Table 86 Sales of Men?s Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men?s Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men?s Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men?s Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men?s Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail value growth driven by ongoing inflation, leading retail volume sales to decline

Denture care offers strong opportunities while dental floss gains?ground

Multinationals remain in top positions with local players offering flavour?innovations

PROSPECTS AND OPPORTUNITIES

Steady growth as innovations focus on targeted benefits, including?whitening

Electric toothbrushes gain ground as rising availability drives?sales

Availability of sustainable goods rises, however, consumers remain?price-conscious

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023
 Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
 Table 99 NBO Company Shares of Oral Care: % Value 2019-2023
 Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023
 Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028
 Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
 Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
 Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit retail value growth as skin care routines remain in place
 Face hydration and moisturising drives ongoing growth in 2023
 Pharmacies become a key retail channel, increasingly offering premium skin care

PROSPECTS AND OPPORTUNITIES

Rising disposable incomes drive growth as premium skin care rises
 The natural look drives growth in skin care as consumers seek a fresh face
 Retaining consumer loyalty becomes challenging as competition intensifies

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023
 Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023
 Table 107 NBO Company Shares of Skin Care: % Value 2019-2023
 Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023
 Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
 Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028
 Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN LITHUANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail value and volume growth bolstered by the warm weather
 Self-tanning drives positive retail volume sales in 2023
 Premiumisation rises as derma brands gain popularity on the sun care landscape

PROSPECTS AND OPPORTUNITIES

Daily SPF use increases as consumers focus on skin care routines
 Premium and derma sun care continue to gain ground across the coming years
 Holidays in hot locations drive sales of sun care products over the forecast period

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023
 Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023
 Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023
 Table 115 NBO Company Shares of Sun Care: % Value 2019-2023
 Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023
 Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
 Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028
 Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Beauty and Personal Care in Lithuania

Market Direction | 2024-04-29 | 105 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	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		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="2025-05-12"/>
		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