

Deodorants in Lithuania

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

In 2023, sales of deodorants rose following the full lifting of COVID-19 restrictions in Lithuania. As such, an increase in social and professional interactions drove motivation for consumers to maintain a fresh and clean scent. While deodorant roll-ons and sprays remained popular in 2023, sticks also constituted a sizeable part of sales and were the strongest-performing category. Many consumers also prefer roll-ons and sticks over deodorant sprays, which are often regarded as potentially harmful.

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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