

## **Depilatories in Lithuania**

Market Direction | 2024-04-29 | 19 pages | Euromonitor

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### **Report description:**

Depilatories in 2023 showcased positive retail value growth in Lithuania, with volume growth rising in all areas.

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- \* Get a detailed picture of the Depilatories 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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### 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

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