

## **Mass Beauty and Personal Care in Lithuania**

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

### **AVAILABLE LICENSES:**

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

### **Report description:**

In 2023, mass beauty and personal care products continued to drive the bulk of sales in Lithuania. Although retail value and volume growth is much lower than growth registered by the premium segment, mass items remain the core products demanded, particularly in areas deemed essential, where many consumers do not want to pay more for added benefits. As such, mass offerings are strong in bath and shower, oral care and depilatories where consumers of all income levels reach for mass goods, with pre...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass 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 Mass 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Mass Beauty and Personal Care in Lithuania

Euromonitor International

April 2024

List Of Contents And Tables

### 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 1 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

### 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 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Beauty and Personal 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Mass Beauty and Personal Care in Lithuania

Market Direction | 2024-04-29 | 20 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="2025-05-09"/>
		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