

Premium 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, premium beauty and personal care sales recorded very strong double-digit retail value growth, with purchasing power improving compared to the previous year. In the ongoing pandemic aftermath, many consumers were keen to treat themselves to affordable luxury, shifting from mass to premium options. Skin care was a huge source of value growth for the mass landscape in 2023. With healthy skin being a rising factor of beauty standard, growing consumer education surrounding product ingredient...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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:

Premium Beauty and Personal Care in Lithuania
Euromonitor International
April 2024

List Of Contents And Tables

PREMIUM BEAUTY AND PERSONAL CARE IN LITHUANIA

KEY DATA FINDINGS

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

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

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

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

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

Table 6 Forecast Sales of Premium 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

www.scotts-international.com

Premium 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="2026-02-18"/>
		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