

Baby and Child-Specific Products in Lithuania

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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Report description:

Baby and child-specific products in Lithuania recorded positive retail value growth in 2023, with positive retail volume growth in most areas, particularly sun care and hair care. The category has a very concrete consumer base, and when it comes to expenditure, most parents will pay more for higher-quality goods for their children. This aids growth in all areas, primarily driven by the mid and premium-price sun, hair and skin care products in 2023, with parents paying more attention to derma cos...

Euromonitor International's Baby and Child-specific Products 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 Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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.

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

Local player Kake Make is a leading competitor against global offerings

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