

Beauty and Personal Care in Lithuania

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Report description:

In 2023, beauty and personal care in Lithuania saw positive retail value growth, driven by price inflation and a heightened demand for products following a return to socialising post-COVID-19. While inflation was present, price increases were lower than in 2022, with positive retail volume growth noted in areas including sun care, skin care and baby and child-specific products. While mass items recorded the bulk of value sales, the premium landscape registered the fastest growth in 2023. Consume...

Euromonitor International's 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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Premium fragrances outperforms mass, even in times of economic strain

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