

Hair Care in Lithuania

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

In 2023, hair care in Lithuania recorded double-digit retail value sales, with retail volume growth led by hair loss treatments. As global supply chains continued to face challenges in the first quarter of 2023, price increases were put in place. Notably, prices from Procter & Gamble saw a more pronounced increase in 2023 compared to 2022. Subsequently, hair care products in supermarkets and hypermarkets, with rising prices, experienced a decline as consumers shifted their preferences towards pr...

Euromonitor International's Hair 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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.

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Women favour specialist products, while men use multi-functional offerings

Newcomers enter the landscape using social media platforms, including TikTok

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Sustainability is set to shape product innovation and packaging

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