

Men's Grooming in Lithuania

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

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Report description:

In 2023, men's grooming recorded double-digit retail value growth and positive retail volume growth in all areas, excluding premium skin care and men's mass fragrances. A high level of retail volume growth was noted in men's premium fragrances, with a return to socialising and gifting occasions driving strong sale levels. Premium hair care products were the second leading category, with sales growth primarily driven by men returning to their pre-COVID routines, including returning to the workpla...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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Premium products struggle as men preference mass brands in?skin care?and bath and?shower

Procter and Gamble invest in King C and Old Spice during 2023

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