



Euromonitor
International

Surface Care in Lithuania

February 2024

Table of Contents

Surface Care in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care faces stagnant volume sales
Demand picks up for specialised surface cleaners
Reckitt Benckiser maintains its lead

PROSPECTS AND OPPORTUNITIES

Slowdown is predicted in surface care
Moving away from multi-purpose surface cleaners
Gradual emergence of green brands in surface care

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 8 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 9 - Households 2018-2023

MARKET DATA

Table 10 - Sales of Home Care by Category: Value 2018-2023

Table 11 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Home Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 15 - Distribution of Home Care by Format: % Value 2018-2023

Table 16 - Distribution of Home Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/surface-care-in-lithuania/report.