

# Hair Care in Lithuania

April 2024

Table of Contents

## Hair Care in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A decline in supermarket hair care sales as consumers opt for salon-grade solutions

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

Newcomers enter the landscape using social media platforms, including TikTok

#### PROSPECTS AND OPPORTUNITIES

Professional hair care grows as 2-in-1 products record a decline

Local players and tailored product lines increase over the forecast period

Sustainability is set to shape product innovation and packaging

#### CATEGORY DATA

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

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

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 6 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 7 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 8 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 9 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 11 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Lithuania - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

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/hair-care-in-lithuania/report](http://www.euromonitor.com/hair-care-in-lithuania/report).