

Hair Care in Lithuania

April 2024

Table of Contents

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

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