

# Colour Cosmetics in Lithuania

April 2024

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Positive growth as consumers return to socialising and the workplace  
Convenience and quality drive sales of BB/CC creams and mascara  
L'Oréal retain its lead, however, Cosnova is rising competition

#### PROSPECTS AND OPPORTUNITIES

The natural trend is a rising challenge for colour cosmetic brands  
Nail care salons continue to shrink the popularity of at-home nail care  
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