

# Men's Grooming in Lithuania

April 2024

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Out-of-home activities boost sales of men's fragrances and hair care

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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A rising focus on beard care as men move away from shaving

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Innovations which focus on targeting specific problems boost growth

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