

Bath and Shower in Lithuania

April 2024

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Bath and Shower in Lithuania - Category analysis

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2023 DEVELOPMENTS

Positive year for bath and shower following the return to socialising
Intimate hygiene records positive retail volume growth as consumers appreciate the benefits
The local leader remains in its top position, while Old Spice gains ground

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Bath and shower gel performs well, while bath additives decline
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Increasing share for pharmacists due to the wide range of functional products

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DISCLAIMER

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